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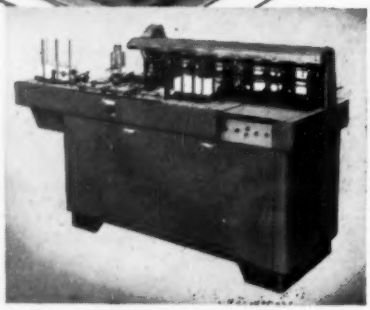

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CIRCULATION OF THIS ISSUE OVER 35,000 COPIES

Building the Procedures Manual

TONY PISCATELLA
Industrial Engineer—Operations, American Airlines, Inc., New York.

MOST companies maintain a library of at least three manuals, each of which deals with a specific subject such as policies and regulations, table of organization and responsibilities, and procedures. The latter, more often than not, is far from being up-to-date and is regarded with somewhat less importance than the others. Yet, what can be more important than a manual which precisely shows the methods of carrying out a current policy or regulation?

There are many substantiating pros and cons about the so-called procedures manual. Most always, the pros stem from companies who have experienced success with their manuals, primarily because they use them and keep them current. Usually arguments against procedures manuals stem from companies who have none, or from companies whose manuals are in a constant state of disrepair.

If kept current, a manual provides so many advantages that it is expensive *not* to have one. A procedures manual is a training and reference guide for employees. It educates employees at all levels as to methods of outside departments as well as their own. It is used by manuagement to determine obsolescence and duplication of functions.

These are the most common uses of a manual. There also are many intangible benefits to be derived. Department heads, in preparing and approving revisions, are kept current on all procedural changes. Personnel evaluators, as well as internal and external auditors, save time in performing their tasks and save productive time of others who might be required to provide them with data on functions, methods, etc. To gain such mileage, the manual must be flexible and well planned. It must have a format that lends itself to quick and easy revision. It must be written in a clear and concise manner so that its content is readily understood. It must be timely, and complete.

Most important of all, its responsibility must be placed in the hands of a competent, clever, enthusiastic and ulcer-

PROCEDURES MANUAL

ACCOUNTS PAYABLE -2-4-3
VOUCHER GROUP
PAGE 1
9-15-54

-1-
GENERAL

The Disbursements Register is an accounting record of payments made, prepared on a daily basis for the use of the Machine Accounting Department in preparation of the General Ledger.

-2-
SOURCE OF INFORMATION

PAYMENT DETAIL (Purchase Orders, Receiving Reports, Invoices) - received from the Account Distribution Group each day.

-3-
PREPARATION

Upon completion of checks, post the following data to a Disbursements Register Form 148 in the order listed below:

A. DATE
B. VOUCHER NUMBER
C. VENDOR NAME
D. NET AMOUNT OF CHECK
E. ACCOUNT NUMBER (S) AND AMOUNT (S).
NOTE: There may be a number of entries to be made since more than one account may be involved.

When the day's postings are completed, balance both totals of the Register "amount" columns with the checks posted.

-4-
DISPOSITION

Forward the Disbursements Register to the Machine Accounting Department. Mail original checks to Vendors. Forward duplicate checks and payment detail to the File Group.

END

Fig. 1. An example of a procedures manual in 2-column style on an 8½" x 11" sheet.

PROCEDURES PLAN 5/15/54

ACCOUNTS PAYABLE DEPARTMENT
(SUPERVISOR)

2 Table of Contents
2-1-1 Policy, Function, Organization, Files
2-1-2 Payment of Non Routine Invoices
2-1-3 Analysis of Payable Accounts
2-1-4 Vendor Requests

2-2 SERIES

2-2-1 Payment Group Function
2-2-2 Processing Purchase Orders
2-2-3 Processing Receiving Documents
2-2-4 Paying Invoices
2-2-5 Paying Discount Invoices

2-3 SERIES

2-3-1 Account Distribution Group Function
2-3-2 Coding Purchase Orders
2-3-3 Coding Invoices
2-3-4 Maintaining Payable Ledgers
2-3-5 Preparation of Liability Statements

2-4 SERIES

2-4-1 Voucher Group Function
2-4-2 Preparing Checks
2-4-3 Preparation of Disbursements Register
2-4-4 Special Checks
2-4-5 Pay Statements

2-5 SERIES

2-5-1 File Group Function
2-5-2 Duplicate Checks
2-5-3 Voucher Detail
2-5-4 Disbursements Register
2-5-5 Vendor Correspondence
2-5-6 Miscellaneous

Fig. 2. A numbering plan for procedures.

proof individual who has the "blessing" of management and is endowed with the authority to get the job done. The mere delegation to an individual of responsibility for preparing the manual *does not* absolve management of its responsibility to give the project the required impetus.

Do not expect this individual to write the manual in its entirety, because it might very well become a lifetime project and never be completed. To the misfortune of many companies, one man tried to perform this feat. In an isolated and rare case it may have been accomplished, but there is little doubt that many of the procedures were obsolete before they were printed.

The responsibility for preparation of procedures should be extended to the line supervisor. The supervisor knows his department better than any other person in the company. In preparing procedures, he will discover any irregularities that may exist. This in itself may cause him to streamline and simplify methods. If supervisors prepare their own procedures, the work can be done concurrently, assurring completion of the project in the shortest time.

Perhaps the strongest argument against having procedures prepared by line supervision is that there will be as many different writing techniques as there are supervisors. This will be corrected by the individual responsible for the manual who will edit all procedures. In executing such a program, his functions will include:

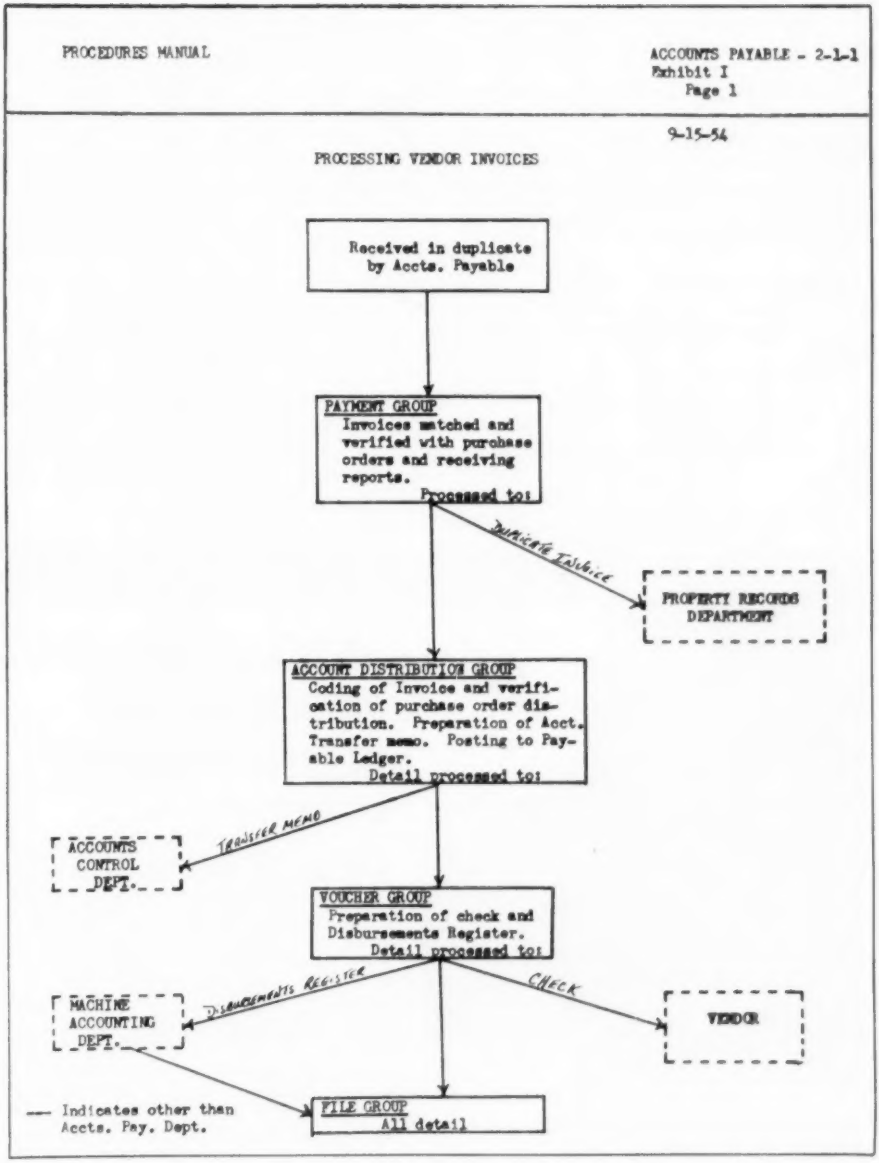


Fig. 3. A department work flow chart to illustrate a procedure.

1. Interpreting and defining company policy regarding each individual department.

2. Planning and outlining procedures for each department with the aid of the supervisor, and assigning titles and procedure numbers for those planned.

3. Instructing supervisors in the preparation of procedures with regard to format, terminology, use of visual aids, etc.

4. Analyzing and evaluating procedure content as to completeness of data, adequacy of description, accuracy, etc.

5. Editing (rewriting when necessary) all procedures prior to their publication.

6. Coordinating each procedure with any other departments that may be affected.

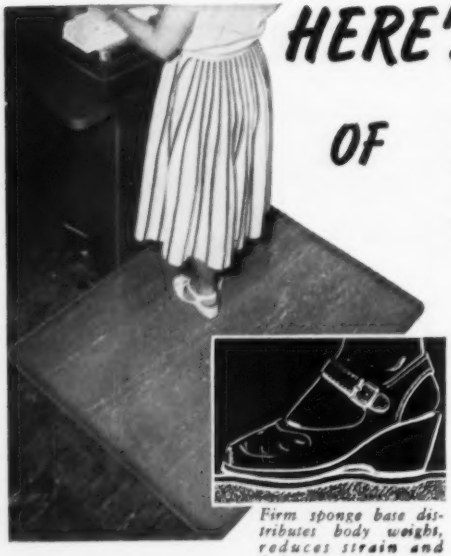
7. Obtaining approval for procedures at the management level.

8. Preparing procedures for publication, arranging for reproduction and distribution, maintaining control of distribution.

9. Maintaining a control of procedures planned, published, in process, and to be written.

10. Maintaining the procedures manual in an orderly and up-to-date fashion within the limits of publication, for ease of revision and understanding.

Once preparation of a procedures manual is accepted by management as a program and placed in the hands of an individual who will act as coordinator, his immediate concern will involve: format and publishing process, method of planning procedures, procedure for-



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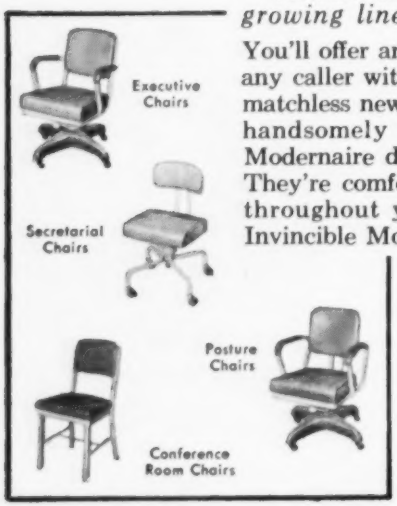

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mat, writing and terminology of content, visual aids or illustrations, instructions regarding use of procedures and revisions.

FORMAT. Manuals vary in size and makeup but 8½" x 11" is regarded as standard. Using this size, it is recommended that the text appear single spaced in two columns on each page (Fig. 1). Text appearing in two columns will provide maximum readability.

Pages should be printed front and back to reduce the amount of paper required and keep the manual in manageable proportion. While the revision of one page may require re-printing both sides of a sheet, experience shows that one-page revisions are infrequent and more than counterbalanced by the advantages gained by printing pages two sides.

Pages should be filed in ring binders with printed separator tabs between each department's procedures. A duplicating process can be used as the publishing process. Offset printing will provide a professional job and can be utilized for photo-reproduction of forms, graphs, etc., reducing them in size, if necessary, to 8½" x 11".

PLANNING PROCEDURES. To accomplish their purpose, procedures must be planned well. They must be timely, accurate and easily understood. Outline each department in the form of an organization chart (Fig. 2). On the chart, list the groups that do related work, but perform different functions. Treat each group within the department as a subdepartment with individual procedures. Under each subdepartment, list all work performed by the personnel assigned to that subdepartment.

Assign a numbering system to the chart for listing procedures. An effective method to accomplish this is as follows:

1. Identify each department with a principal number, such as: General Accounting—1, Accounts Payable—2, Payroll—3, etc.

2. Identify each subdepartment or group with a series number: the first

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subdepartment of Accounts Payable would be 2-1. The succeeding subdepartments would be 2-2, 2-3, 2-4, 2-5, etc.

3. Number procedures consecutively under each subdepartment: the first procedure in the first series of Accounts Payable would be 2-1-1. The succeeding procedures in this series would be numbered 2-1-2, 2-1-3, 2-1-4, etc. Apply numbers to the other subdepartments in similar manner (Fig. 2).

Assign procedure titles. Be concise, yet descriptive and accurate in your definitions, as follows:

1. Entitle the first procedure of the first series of each department: Policy, Function, Organization, Files. This procedure should contain general information as the introduction to each department. It should contain company policy regarding the establishment of the department; general function regarding the fulfillment of company policy, organization setup (subdepartments or groups); and complete files maintained by the department. All other procedures in the first series should contain:

a. Working procedural functions performed by the supervisor or assistant, other than general supervisory functions.

b. Special projects not related to any of the specific subdepartments.

c. Functions applicable to all subdepartments and not performed by one specific subdepartment.

2. Entitle the first procedure of each succeeding series with the name of the subdepartment. This procedure should contain "function" and "description" of the subdepartment. Unlike the general function specified in the first procedure of the department, this procedure specifies and enumerates all functions performed by the subdepartment *only*. Arrange all other procedures within the subdepartments as follows:

a. Line up procedures in the chronological sequence of which the work is performed. *Do not* list procedures as performed by individual employees within the subdepartment unless such procedures follow a chronological pat-

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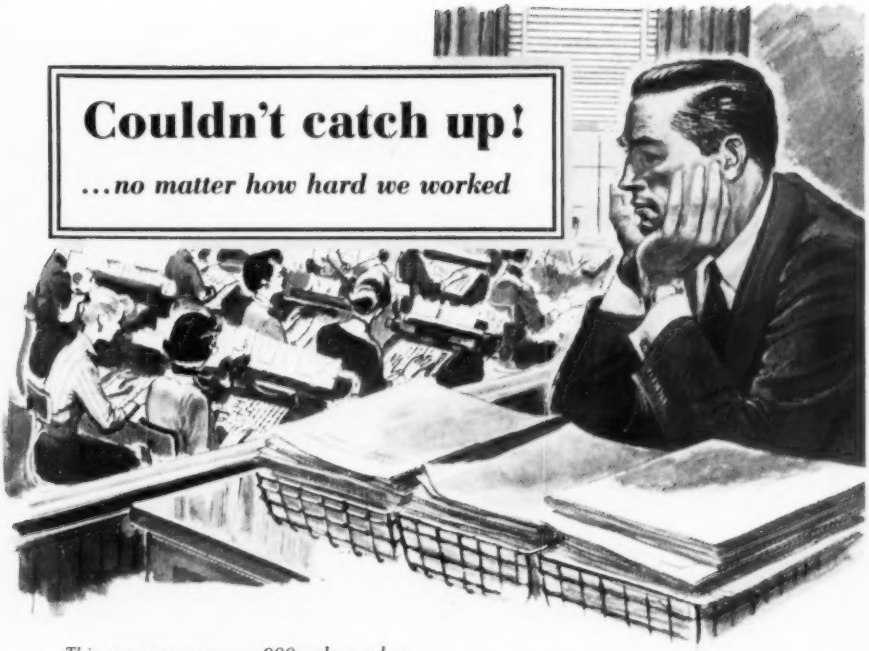

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tern of processing.

b. With exception to the foregoing, procedures for subdepartments that perform functions in which processing of documents is not required (such as a Report Group or Accounting Control Group) may be grouped together by subject matter.

c. *Do not* include, in a specific subdepartment, procedures that apply to another subdepartment. If related functions are performed by more than one subdepartment, each group's procedures should show *only* their portion of the work.

PROCEDURE STYLE. If possible, breakdown and caption each procedure in the following categories, answering therein the questions asked (Fig. 1):

1. GENERAL
   a. What is the job?
   b. Why is it performed?
   c. When is it performed?
2. SOURCE OF INFORMATION
   a. What is used (documents, etc.) to perform the job?
   b. Where do they come from?
   c. When are they received?
3. PREPARATION
   How is the job performed?
4. DISPOSITION
   a. When is the completed job disposed of?
   b. How is the completed job disposed of?
   c. Where is the completed job disposed of?

There may be variations to this style, but generally it covers most cases. In certain procedures the captions Source of Information and Preparation may not apply. In these cases, insert captions that describe the processing, such as: Logging, Coding, Account Distribution, etc.

To aid in writing complex work procedures, prepare work flow tables in advance and incorporate them as part of the published package.

WORK FLOW TABLES (Fig. 3) show each step of a procedure within a framed box, commencing with the receipt

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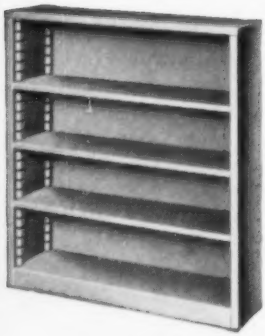
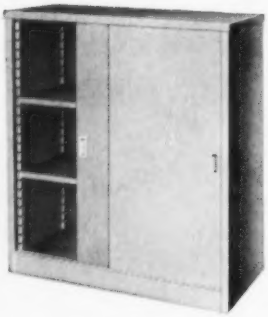


without doors



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of forms and detail, and ending with the disposition of forms, detail and any workpapers, letters, etc., prepared during processing. Work flow tables should be prepared before procedures are written, to insure that the writeup includes all steps involved, get it down in chronological order, insure that the text covers the routing of all forms and accompanying detail, insure the omission of useless text with only procedural steps included and described.

Work flow tables can be prepared to apply to a complete department, a number of procedures for a subdepartment, or an individual procedure of a subdepartment.

DEPARTMENT WORK FLOW (Fig. 3) shows the work performed by more than one subdepartment. If reproduced in the manual, the table should appear as an exhibit to the first procedure of the department, entitled: Policy, Function, Organization, Files, and should reference each step of the procedure to the subdepartment responsible for performance.

SUBDEPARTMENT WORK FLOW shows the work performed by only one subdepartment, but involves more than one written procedure in the group. If reproduced in the manual, the table should appear as an exhibit in the first procedures of the subdepartment.

PROCEDURE WORK FLOW shows the work performed as described in one written procedure of a subdepartment. If reproduced in the manual, the table should appear as an exhibit in the procedure to which it applies.

CONTENT. Volumes have been written about writing techniques and it seems there is little need for mentioning them here. However, since preparation of a manual is a specific problem, some hints are included.

The new employee needs to know the details of his job. Try to anticipate his questions and answer them in the procedure. Describe the functions simply, clearly and completely.

Try to be concise but do not sacrifice

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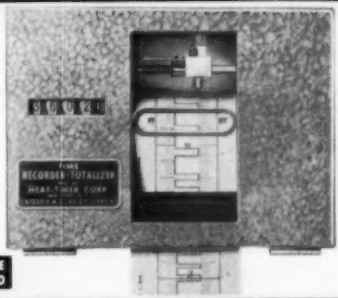

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description of necessary detail merely to preserve conciseness.

Simple words and short sentences are best. A procedure defeats its purpose when it cannot be understood. Use common words. Avoid adjectives whenever possible to prevent confusion. Adjectives such as "big, large, considerable," etc., are troublesome words. What is "big" or "large" for one person may be proportionately smaller for another. Always give exact sizes and amounts.

Make use of articles, such as "an, the," etc. They are used in speech, so use them in writing.

Make certain that each sentence is correct, following the basic rules of grammar. Complete each thought and avoid leaving the reader "hanging in air".

Do not use more than two phrases in one sentence, whenever possible. It is more desirable to break down a long sentence, showing each complete thought individually.

In all cases where instructions to perform certain tasks are being given to an employee, use direct language (imperative form), such as: "Prepare a trial balance", etc.

Use the declarative form in cases where general information is being given, such as: "In accordance with company policy, all invoices are remitted on the 15th of each month" (Fig. 1).

VISUAL AIDS are one of the best teaching methods, if not the best. Exhibits should be used whenever practical and may be included as appendices or incorporated within the text of a procedure, whichever is more effective. Generally the following exhibits should be reproduced in the manual in the following cases:

1. Forms, worksheets, etc., to be completed by employees and which require much detailed information. In this case, space is saved, and easy understanding accomplished.

2. Letters to be prepared, requiring specific format and terminology.

3. Standard forms, originating within the department, to be prepared. The re-

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production of these forms provides historical record for the department. Do not reproduce a form that is reproduced in another company manual, unless specific action is required on the part of the department and reproducing the form will increase the effectiveness of the procedure.

4. When work to be performed by employees involves the processing of many forms and accompanying detail, reproduce work flow tables to accomplish easy understanding.

USING PROCEDURES. When procedures are published, request employees to review them before filing in binders. Obtain their participation by requesting that they make pencil notations, indicating wherein procedures are lacking in detail, or inaccurate. Remember that employees are closer to the operation. Their comments may reveal variations that are not in order, or changes that will simplify the work. Correlate all employee notations. Evaluate and give effect to them (if warranted) in the next scheduled procedure revision. If changes are major, revise the procedures immediately.

Encourage employees to use their manuals as a daily reference guide for answers to their questions. If their work overlaps into another department, permit them to review the other department's procedures.

In many of the procedures, it will be necessary to make reference to requirements published in other company manuals. These publications should be made available to the employees so that they can obtain a thorough knowledge and complete understanding of what is required. Allow time for employees to review publications as part of their daily working routine. If possible, review the publications with them to insure correct interpretation.

REVISING PROCEDURES. Inasmuch as the manual will reflect company policy and methods, it is imperative that line supervisors maintain their procedures complete and current. Written

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procedures must be revised immediately when working procedures are changed or, if possible, before changes in working procedures go into effect. It would be advisable to have the written procedures reviewed and analyzed before the working procedure is inaugurated, to insure the best possible understanding by all personnel concerned.

When planning changes to written procedures, remember that the primary purpose of procedures is to guide employees in performing their tasks simply, with dispatch and with the best possible information at hand. In view of this, it would be well to consult employees for their ideas on the proposed working procedure before final action is initiated.

All written procedures should be reviewed at least once every six months and revisions made, no matter how minor they may be, if there have been changes in the work procedure.

Her Desk Arsenal Routs Gunman

LAST MONTH a male employee carrying a small paper bag was followed into his New York office by a stranger who produced a gun and barked, "Stickup! Gimme that payroll!"

The employee dropped the paper bag, spilling the container of tea it contained, and grappled with the man. A female employee nearby snatched a stapler from her desk and hit the gunman on the head with it. Then she grabbed a metal calendar pad holder and hit him with that. Subsequently she belabored him with a telephone and a paper punch. The stickup man dropped his gun (it proved empty) and fled.

This office had lost a payroll to bandits last November. Since then, employees were paid by check. The gunman must have spotted the employee with the paper bag and thought it contained payroll cash. But he didn't wait to be hit with any additional office equipment. The day was Good Friday.

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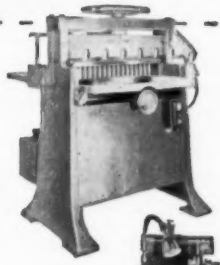

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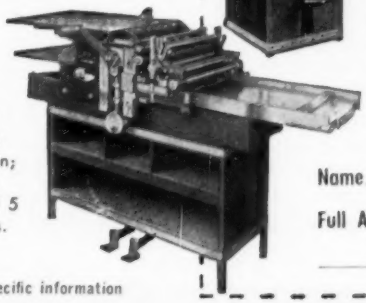

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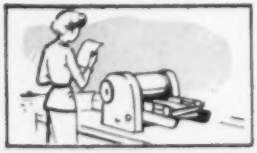

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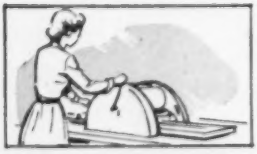

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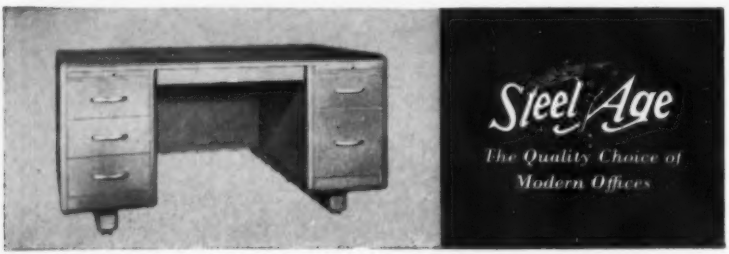

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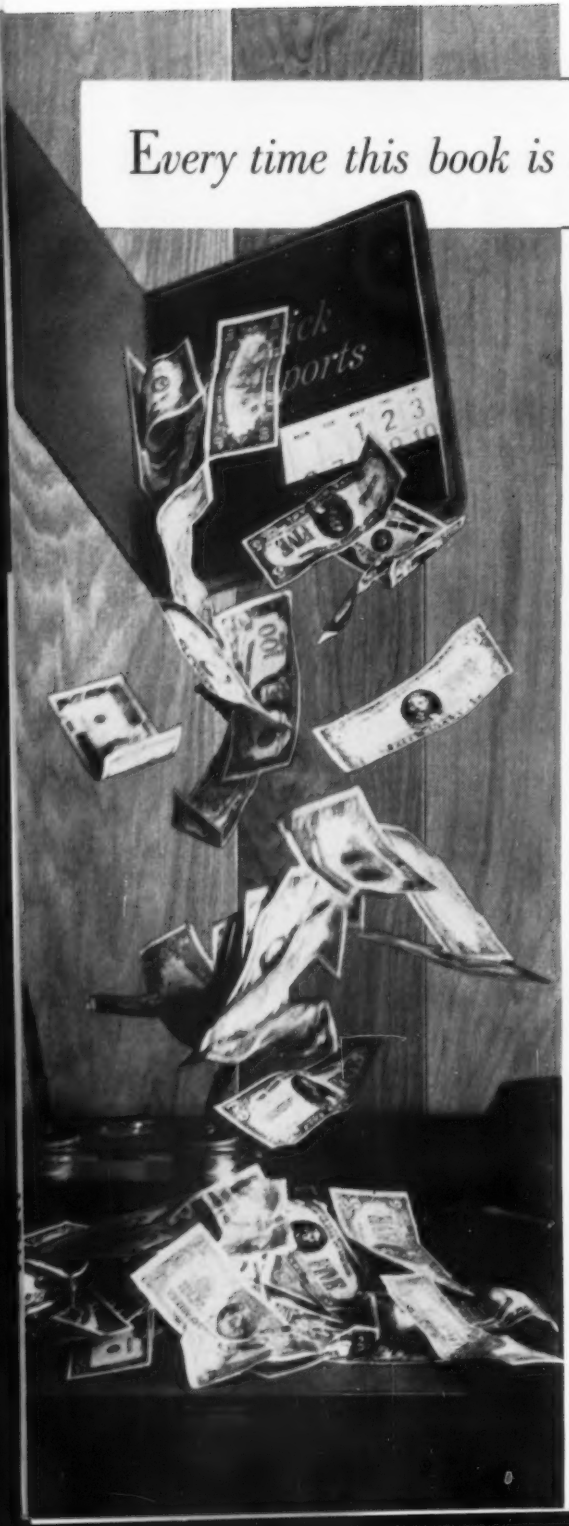

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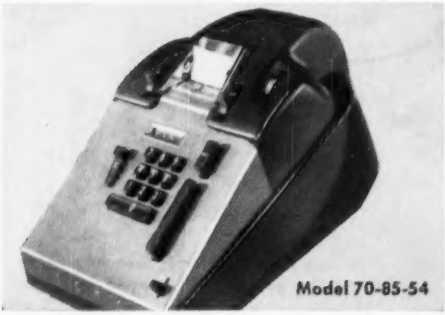

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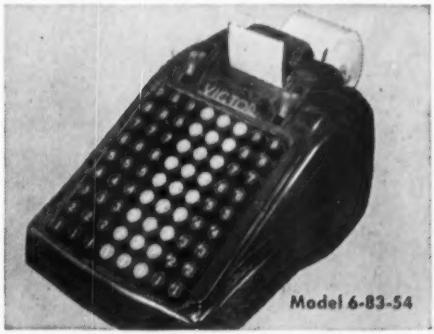

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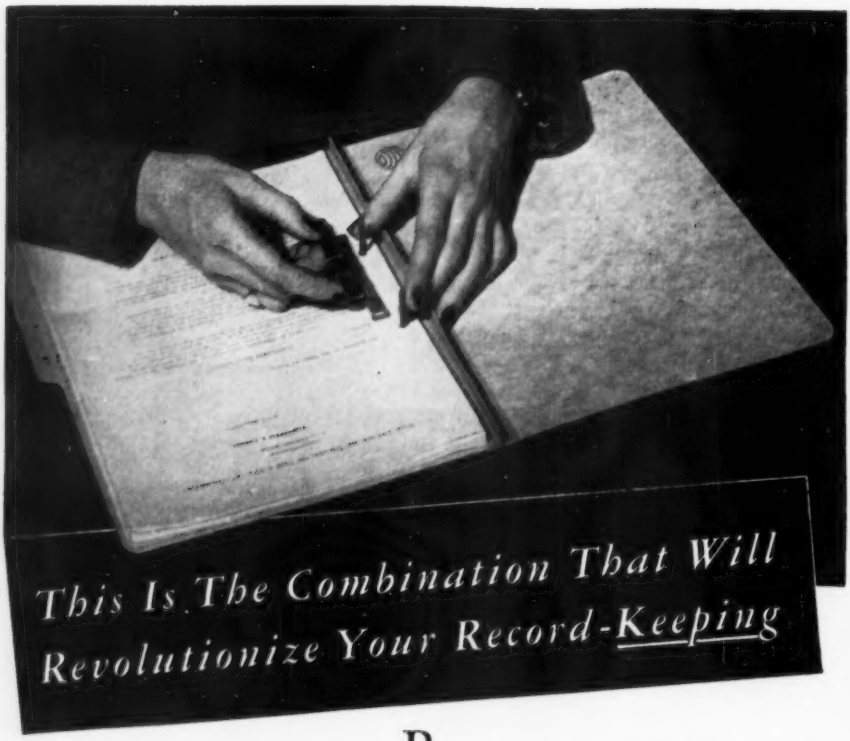

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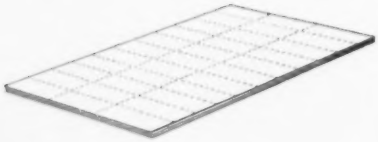
Spee-D-Ada says:

Here are 3 smart ways to speed up your mailings... use Dennison Addressing Labels



1. IN SHEETS. Most versatile kind of addressing label. Typewriter size sheets for typing and duplicating. Type 33 labels with one insertion in typewriter. Make carbons for multiple mailings. Lint-free; pod-free. 33 labels, $2\frac{13}{16}''$ x $1''$, per sheet.

2. IN CARBON SETS. Quick, clean, easy for typing multiple mailings. Four sheets of couponed label paper collated with one-time carbons. Labels stay lined up until snapped apart. 33 labels, $2\frac{13}{16}''$ x $\frac{15}{16}''$, per sheet; 132 to set.

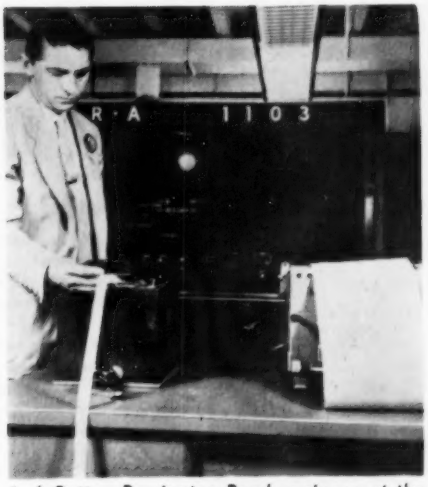
3. IN ROLLS. Quickest, easiest for one-time mailings. Labels come in continuous strip for convenient typing and attaching. 1000 labels, $3''$ x $1''$.

All with Dennison special formula gumming for tight adhesion

At your stationer's or write for the name of your nearest dealer.

Dennison
FRAMINGHAM, MASSACHUSETTS

Guided missile being loaded for firing.



Jack Potter, Remington Rand engineer, at the tape imput machine.

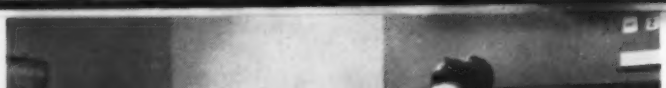
CAMERA!

A Remington Rand Univac Computer is used at the White Sands Proving Grounds, New Mexico, to compute and analyze the enormous amount of data gathered from each missile firing, and have the results ready for use before the next missile is fired. Missile flights are recorded on film at the rate of 5000 frames a second which produces the great quantity of data. Approximately 500 measurements are required for each flight and this would ordinarily take from 250 to 500 hours. Univac is capable of handling computations for ten missiles in a day.

Furniture made by Milwaukee Metal Furniture Co. and installed by Industrial Office Supply in the offices of Stewart Co., Dallas, Texas.

Continuous Sten-C-Labl addressing stencils being written on tabulating equipment at Durkee-Atwood Co., Minneapolis.

Herbert Haymes operating communication equipment of Times Facsimile Corp. in their radio station KE2XER. Photos, drawings and news summaries from the New York Times were sent to the S.S. Atka in the Antartic, 14,000 miles away. Included was the photo of a crewman's newborn son.



Virginia Zappacosta, Philadelphia City Hall clerk, and Leonard Mischell, controller's office, with some $54,000 stored in Vul-Cot wastebaskets. Money piled up in City Hall safes since 1900, having been taken from gambling and burglary defendents to await claim by owners.

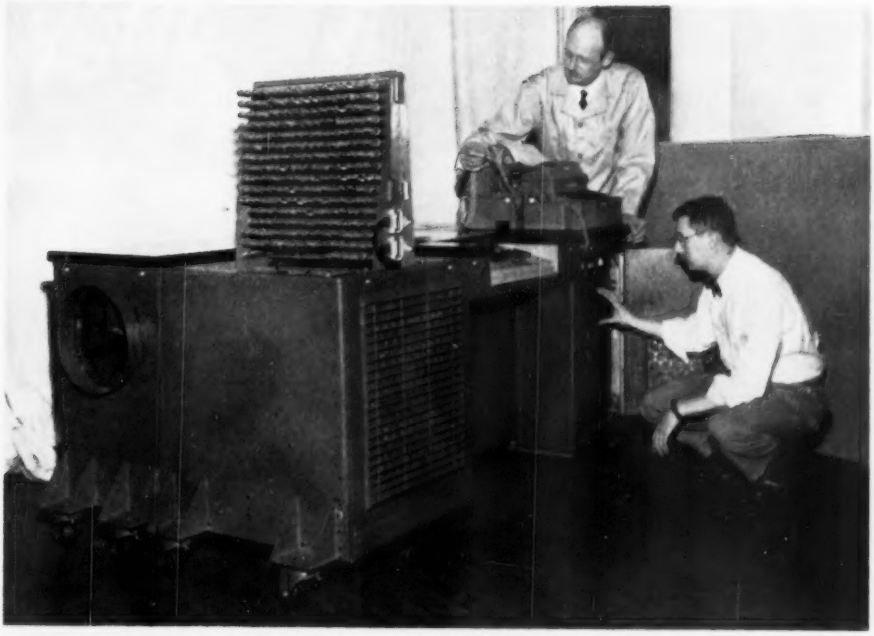
Lawrence E. Edenfield of the State of Florida's Dept. of Education uses a Remington Rand Model 99 Printing Calculator to prorate expense items among 27 counties, each at a different rate. Machine does entire job after percentages are indexed in its "memory."

Explorer and author Wendell Phillips interviewing a native philosopher in Yemen for the book, "Qataban and Sheba." Mr. Phillips used a Gray Audograph dictating machine.

Cathy O'Donnell as a business education student, and Nancy Cushman as a typing teacher, in the movie, The Right Touch.

A new color movie, The Right Touch, has been produced by International Business Machines Corp. The 18-minute film stars Cathy O'Donnell and Jeffrey Lynn who is shown with H. W. Miller Jr., sales manager of IBM's electric typewriter division, at right. The picture, which will be shown to business students and office beginners, is available free from IBM's Film Library, Endicott, N. Y.

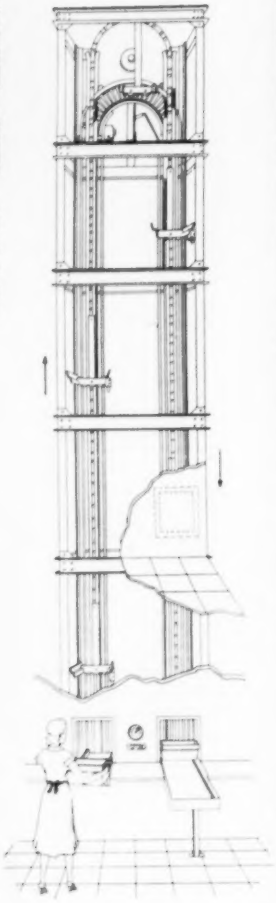
Efrim Zimbalist plays the role of a personnel manager in the movie, The Right Touch.



Edwin J. Quinby, president, Monrobot Corp., and William Burkhart, director of electronic research, inspect the Monrobot V computer which was especially designed for the Army's Corps of Engineers. Weighing only 1500 lbs., the Monrobot V will be used on a truck in the field to prepare maps.

John K. Boeing (left), president, Recordak Corp., demonstrates the Recordak Reliant Microfilmer to Raymond C. Deering, senior vice president, Manufacturers Trust Co., New York.

Mailroom in the southwestern home office of Prudential Insurance Co. of America, Houston, Texas, handles 30,000 pieces of mail a day. Mail is shown being sorted (above) into trays for travel on the vertical conveyor designed and installed by Lamson Corp. Sketch at right shows the selective vertical conveyor system with a sending and receiving station at the lower level. Trays automatically disembark at the proper floor.



Wall dial presets mechanical fingers to deliver tray at its designated floor. The incoming tray at right has just been received from another floor.

YOUR BUSINESS...WHATEVER ITS SIZE... CAN TURN *time into money* WITH A MARCHANT

High speed, automatic MARCHANT *Figurematic*

Costly hours spent figuring by inefficient methods or with inadequate equipment are turned into *extra* hours of profitable, productive effort with a MARCHANT *Figurematic*. You owe it to your business to look at this fast, automatic calculator.

It's EASY TO USE The *Figurematic* is so simple to run that anyone in your office can use it with ease and efficiency.

It's EASY TO OWN With our "pay-as-it-saves" plan you can now *own* this moderate-priced MARCHANT *Figurematic* for less than regular *rental* rate.

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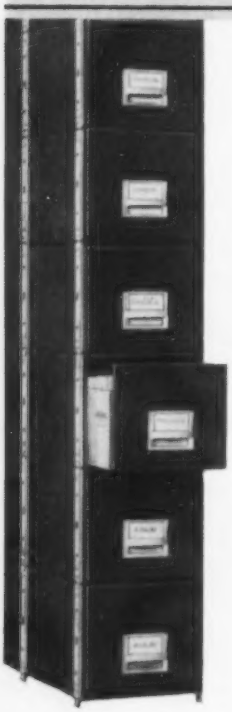
O-5

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA

STRONG

because it's the FRAMEWORK that Counts

TRANSFER FILES **STAX ON STEEL** REG. U.S. PAT. OFF. TRANSFER FILES



STAX ON STEEL files are STRONG. Strong because heavy-gauge rust-proof channel steel side plates carry weight at four equal points, front and rear . . . **this gives vertical strength.** Strong because steel stackers fit snugly into place to give horizontal strength. Strong because key-hole-slotted side plates interlock units side by side . . . **this gives an entire file bank double strength.**

The strength of steel, combined with the economy of best quality corrugated fibre-board gives you an efficient file, at a reasonable price. They're handsome too! . . . in fade-proof bankers grey finish with rustproof metal drawer pull they look well even in the front office. You can stack STAX ON STEEL up to 25 units high, right to the ceiling and save plenty of valuable floor space. They interlock tightly without waste of lateral space.

Pictured at right is part of an installation of 6100 Stax On Steel file units in the file rooms of Boeing Airplane Co. of Wichita, Kansas. They stack them 12 high, to the ceiling—and find that records are always neat, clean and easily accessible.

STAX ON STEEL Transfer Files are available in Letter, Legal, Check and Tabulating Card sizes. Send for Catalog.

BANKERS BOX COMPANY

—SERVING STATIONERS SINCE 1918—

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Chicago 5, Illinois

AN OLD TOWN SPIRIT DUPLICATOR is clean and foolproof. There are no costly stencils or mats, no messy inks or gelatins, no cleaning up later. Simply write, type or draw on an Old Town master unit and place it on the machine. Copy paper moistened with a clean, alcohol-type fluid picks off up to 500 crisp, clear copies faster than one a second. And you get up to six colors at once!

Rent your
OLD TOWN SPIRIT DUPLICATOR

- ★ **Rentals as low as $7.50 per month.**
- ★ **Rent one or many machines.**
- ★ **10-day FREE trial in your own office.**
- ★ **Liberal trade-in on your old machine if you decide to buy.**

Old Town Spirit
DUPLICATORS

World's foremost maker of carbons, ribbons, duplicators and duplicating supplies.

GET THE DETAILS, TODAY!

Old Town Corporation, Dept. O-5
345 Madison Avenue, New York 17, N. Y.

Please send me further information about the Old Town spirit duplicator.

NAME.....
COMPANY.....
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EASIEST FOR HER, BEST FOR YOU

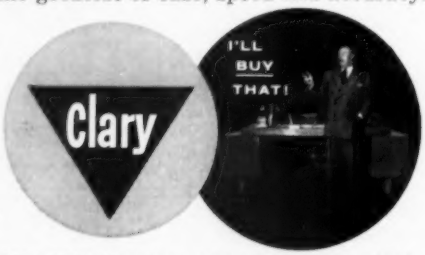
New Clary Adding Machines Make a Job a Joy!

Naturally, the man who orders a new Clary makes a smart buy for his firm—but what of the girl who uses it?

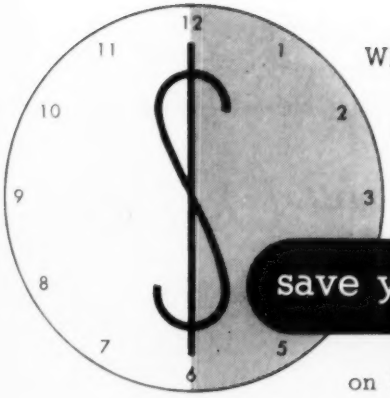
We'll tell you: because you think enough of her to give her the world's most modern adding machine . . . right away she knows she works for a boss who realizes she's worthy of the best equipment. Suddenly her job's a joy, as her morale and loyalty soar. And all at once she's whizzing through your business arithmetic (even tricky division and multiplication) with the greatest of ease, speed and accuracy.

We *know*. We've seen these good things happen to over 150,000 busy offices now using Clary 10-Key or Full Key. We promise you the same happy results.

If you're the girl, keep hinting for a new Clary. One demonstration'll do the trick! If you're the man, just look in the yellow pages for your Clary dealer or Factory Branch Office. Or write Clary Corporation, Dept. O55, San Gabriel, California.



CREATOR OF MODERN COMPUTING MACHINES AND CASH REGISTERS FOR AMERICA AND THE WORLD



Whether you bought dictation equipment

yesterday, or 10 years ago,

we can prove Scribe will

save you 50%

on labor costs alone!

There's no doubt about it—Scribe saves 50% on labor costs alone over other dictation equipment systems and up to 75% over shorthand dictation systems.

Thousands of on-the-job tests have proven that Scribe dictation can be transcribed in half the time required by other dictation systems. And in addition to these savings, you save on recording media, because with Scribe there is nothing else to buy—your first cost is your last.

Scribe is so simple to operate that the dictator is free from bothersome operating difficulties—his mind is free to concentrate on the work at hand. The result is better, more profitable correspondence and dictation.

PAX...PBAX

Scribe can be used with your telephone intercom equipment whether it is PAX or PBAX type. See your Scribe dealer or write for details.

Let us prove to you—in your office—that Scribe can save you 50% of your dictation labor costs! No obligation, of course.

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Dealers note: Choice Scribe franchises still available.

PIONEER MANUFACTURERS OF ERROR-FREE MAGNETIC TAPE DICTATION EQUIPMENT

• increase speed and efficiency—
• reduce fatigue and error—
• improve working conditions—

with ROL-DEX by Watson!

records roll—
to the seated operator!

Cut record handling costs 25% to 55% with ROL-DEX working-level files . . . organized work centers in which all records, forms, and auxiliary equipment are at desk level, within easy reach of the seated operator.

and ROL-DEX is built to fit your needs . . . large or small. You can use your present records . . . no new forms to buy—nothing to retype.

ROL-DEX

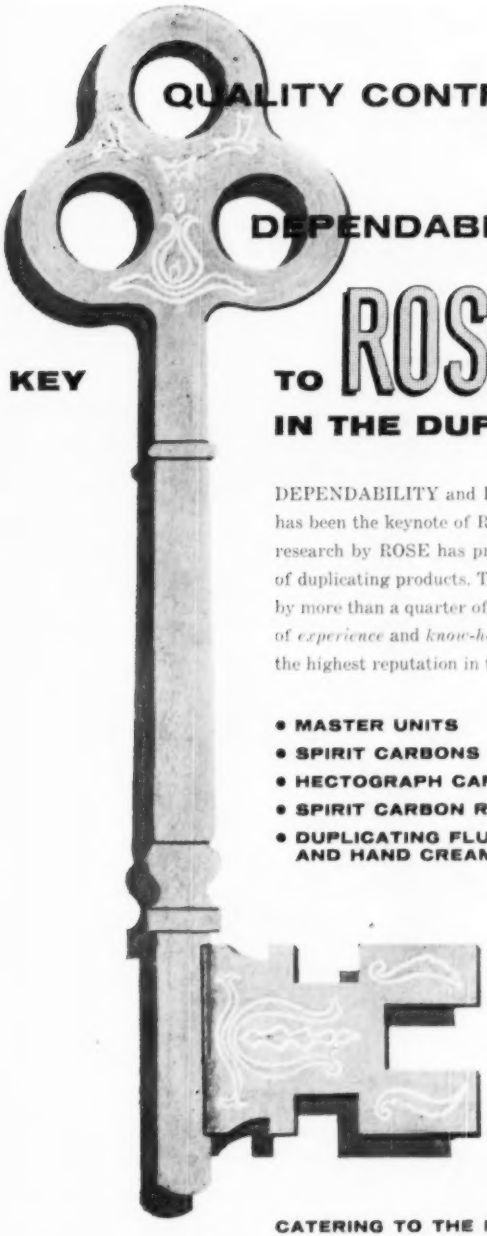
WATSON MANUFACTURING CO., Inc.
Rol-Dex Division, Dept. O-18
Jamestown, New York

Please send me information about ROL-DEX record units

Company .....
Name ..... Title .....
Street ..... Zone .....
City ..... State .....

See ROL-DEX at the IASA National Conference May 23-25 Palmer House Chicago

WATSON (established in 1887) also builds a complete line of filing cabinets and courthouse, bank and hospital equipment.



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DEPENDABLE SERVICE

KEY TO ROSE LEADERSHIP IN THE DUPLICATING FIELD

DEPENDABILITY and PRECISION has been the keynote of ROSE'S success. Continuous research by ROSE has produced a superior line of duplicating products. This basic policy supplemented by more than a quarter of a century of *experience* and *know-how* gives ROSE the highest reputation in the field.

- MASTER UNITS
- SPIRIT CARBONS
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- SPIRIT CARBON ROLLS
- DUPLICATING FLUID AND HAND CREAM

ROSE

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Makers of the world-famous patented "Sta-Clean" metallic protective-coated master units. U. S. pat. 2,671,734

CATERING TO THE REQUIREMENTS OF DUPLICATING SPECIALISTS ALL OVER THE WORLD

Bates Numbering Machines
The world's standard for excellence.

Bates Model C Stapler
Makes its own staples. One loading—5000 staples.

Bates Staple Remover and Punch
Instantly removes any staple. Punches a hole up to a thickness of eight pieces of paper.

Bates List Finders
Press . . presto! There's the address, phone number, recipe, etc. . . . quick as a wink!

Bates Mercury Staplers
Wide range of models for every requirement.

Bates Refill
5000 rustless Brass staples each loading.

Bates Perforator
Easiest action, large waste container. Compact, economical.

keep all these BATES quality products on display

Bates Samson Hand Punch
Powerful, easy to use—perforates up to ¼" of paper.

BATES

quality products . .
sales getters
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Bates Automatic Eyeleter
Feeds, inserts and crimps eyelets in one automatic action.

Bates Munkee Silent Stamp Pads
Reversible, renewable filler for long life, clear impressions.

the **BATES** manufacturing co.
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Bates Numbering Machines, Staplers, List Finders, Perforators, Eyeleters, etc.

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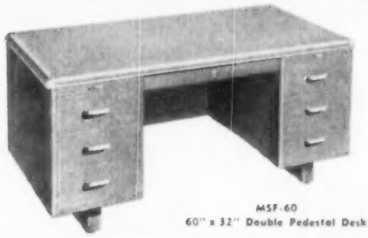
Security Steel Dealers are now able to meet the needs of all possible markets and budgets—their one franchise brings them 3 distinct lines of Security Steel Desks and Tables.



MSF-60
60" x 32" Double Pedestal Desk

SECURITY *Crest* LINE

The ultimate in steel office furniture. The exact piece for each and every office job—and in the perfect colors to fit into any type of modern office planning.

TDED-78
78" x 39" Conference Desk

SECURITY TD 30" SERIES

A fine line of modern, space-saving office furniture. Featured are . . . 30" depth of all desks and tables for floor space economy—the rugged constructions of long-life steel—and truly moderate price.

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Design proportioned and efficiently planned to meet the demand for better office furniture in the lower price field.

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THE SWING IS TO

FRANKEL Klean Write STENCILS

49 years of manufacturing "know-how" have made Frankel Manufacturing Company a leader in the stencil industry.

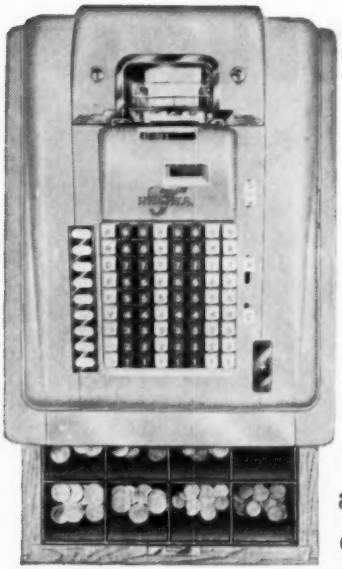
Today, Klean-Write stencils are the most uniform on the market... made in green, blue, yellow and white for all model duplicators. With our precision machinery, our trained specialists housed in a modern, new, up-to-date plant, we can offer you our absolute guarantee of complete satisfaction.

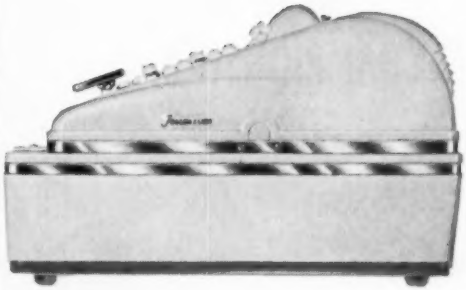
Your profits are bound to increase with Frankel products... IT'S NO WONDER THE SWING IS TO FRANKEL KLEAN-WRITE STENCILS.

There are a few exclusive territories still available.

For further information write to the Frankel Manufacturing Company, 285 Rio Grande Blvd., Denver, Colo.

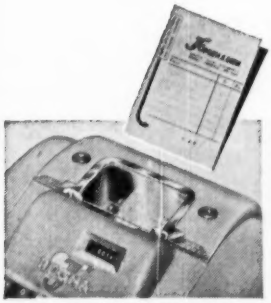
FRANKEL MANUFACTURING COMPANY
285 RIO GRANDE BLVD. • DENVER, COLORADO





a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.



Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

A complete stock of Regna parts is located in service centers throughout the U. S.

New square-shaped "sculptured" keys are far easier and faster to operate.

Electrically and hand operated models with or without indication.

REGNA CASH REGISTER

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Monretal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

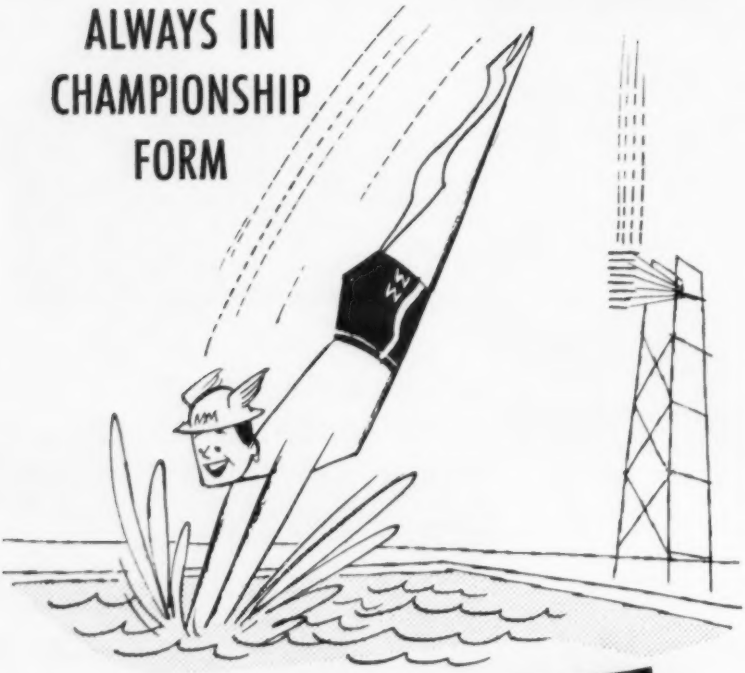
Name.....

Company.....

City.....Zone.....State.....

MERCURY PRODUCTS

ALWAYS IN CHAMPIONSHIP FORM



MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines

Watch your printing department hit new "highs" in quality and output with MERCURY-Graph Rollers or MERCURY-Lith Rollers and Blankets. Made by the company who builds the rollers and blankets for the world's largest printing and lithograph presses. And built to the same rigid specifications, by the same methods, and with the same materials! **You** pay no premium for this premium quality!

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NATIONAL BUSINESS SHOW

OCTOBER 24th THRU 28th, 1955

RUDOLPH LANG, *Managing Director*

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New MARATHON **BLACK** HECTO MASTERS are clean

The unpleasant stain and smear that once was the trademark of hectograph spirit duplicating is rapidly becoming a thing of the past—thanks to Columbia research and development. New, Black Marathon Ready-Master Units are clean—clean because Columbia's exclusive ink does not "blossom" on contact with the skin—clean because protective Supercoating covers carbon surface and all edges. Yes, the results you can obtain from Marathon Black Ready-Master Units will prove how much Columbia engineering has advanced the quality of hectograph duplicating.

If you've been using ordinary purple masters and have been tempted to scrap your spirit duplicating equipment in favor of some tricky new process—don't do it until you have tried Marathon Black Units. You'll get cleanliness and quality you would never dare hope for from ordinary masters. Use the coupon below attached to your business letterhead to obtain your copy of the Free booklet, "Quality Duplicating With Hectograph."

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RIBBONS • CARBONS
DUPLICATING SUPPLIES

COLUMBIA RIBBON AND CARBON MFG. CO., INC.
955 Herb Hill Road, Glen Cove, N. Y.

Send booklet,
"Quality Duplicating With Hectograph"

Name_____

Company_____

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City_____ Zone____ State____

NEW Books

PROCEEDINGS OF THE 1954 ANNUAL CONFERENCE. Life Office Management Assn., 110 East 42nd St., New York 17, 372 pp., $8.

All the papers presented at the last LOMA conference with illustrations of forms and charts. Although pertaining specifically to life insurance office work, the methods described are generally pertinent to all clerical work. As usual with LOMA Proceedings, this is a casebound book.

THE OFFICE ENCYCLOPEDIA by N. H. & S. K. Mager. Pocket Books, Inc., 630 Fifth Ave., New York 20, 501 pp., 50 cents.

It is good to see office work become a title in the currently popular pocket book format. This one contains a lot of information on a wide range of clerical subjects with many illustrations. Every office worker should find something of value in it and its low cost may put it in the hands of many who ordinarily do little reading of business texts.

DIRECTORS' AND OFFICERS' ENCYCLOPEDIC MANUAL. Prentice-Hall, Inc., 70 Fifth Ave., New York 11, 641 pp., $10.

An alphabetical compilation of subjects of interest to corporate officers. Includes basic principles of corporate law and corporation practices. Illustrated with forms, tables and charts. If there are corporate officers who would not condescend to use a book like this, they would do well to put a copy at the disposal of their secretaries or assistants. The latter, no doubt, would find it very helpful which, in the end, would benefit their bosses.

finest
wood office furniture
by WORDEN of HOLLAND

260 OH Desk
66" x 42"

WRITE FOR CATALOG AND DETAILS

the WORDEN company
HOLLAND MICHIGAN

The New Pelouze . . .
'NO WOBBLE PLATFORM'
guarantees accuracy never before possible in Postal Scales

The new Pelouze Y-line of all steel postal scales guarantees absolute accuracy for postal weighing—the wide post holds platform steady to show exact weight at any point on platform—all steel housing holds mechanism firmly mounted on heavy steel channel—distortion CANNOT AFFECT OPERATION. New, easier-to-read dial. New lower prices. Ask your stationer to show you one of these "no wobble on the platform" Pelouze scales today.
Line includes:
Y-5 (illustrated)— 5lb. by ½ oz. for all classes of mail.
Y-10—10 lb. by 1 oz. for all classes of mail.
Y-25—Parcel Post only—25 lbs. by 1 oz.
Y-50—Parcel Post only—50 lbs. by 2 oz.
PELOUZE MANUFACTURING CO.
1236 Chicago Ave. Evanston, Ill.

amazing benefits!

FOR EVERY TWO REMINGTON ELECTRIC TYPEWRITERS INSTALLED TO REPLACE ORDINARY MANUAL TYPEWRITERS YOU GET THE WORK OF ONE MORE TYPIST **FREE!***

**Thousands of Remington Electric users report production increases of up to 50%.*

Remington Rand THE FIRST NAME IN TYPEWRITERS

Send for free booklet "Electric Typing Dividends" (RE8612), Remington Rand, Room 1528, 315 Fourth Ave., New York 10.

Inventory Control System In a Steel Warehouse

RICHARD NEUMAIER
Systems Consultant, Philadelphia.

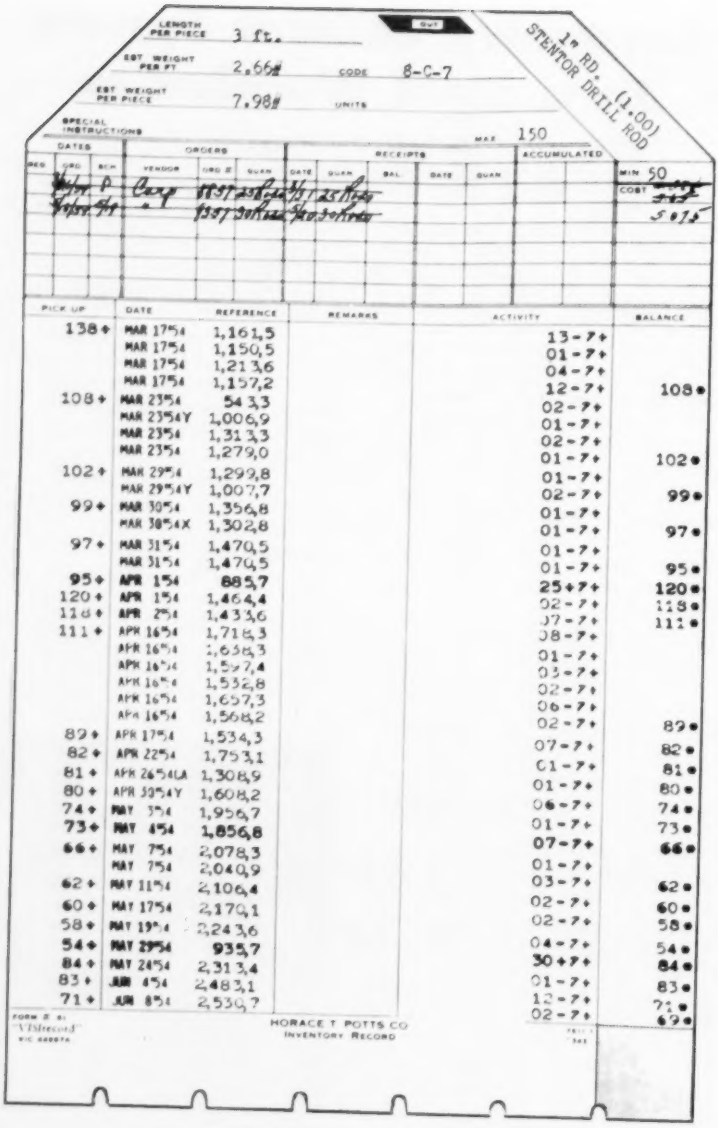
INVENTORY CONTROL—two words which can stand for either a major management accomplishment, or a major fiasco. Too often the inventory record is only an historical record, lacking in accuracy and timeliness, being posted too late to be a useful management tool. While the word "inventory" has the same meaning to everyone, the word "control" seems to be understood many different ways. The dictionary definition is very clear: "To exercise a guiding influence." If a record has to guide us, it must have the necessary information to cause action which otherwise would not be possible to the same degree of accuracy.

Up-to-date inventory control can assure the availability of needed materials in sufficient quantities at the right time and the right price. We are dealing with four factors: commodities, quantities, availability, prices. Availability requires some further breakdown into quantities reserved for commitments, and unreserved quantities which may be either on hand, in transit or on order. The inventory record also should furnish statistical information. Consumption by given periods is one of the basic factors in the decisions on the quantities and frequency of ordering stock replacements.

In many a business there is a direct relationship between the accounts receivable amount outstanding and the merchandise inventory on hand. Oversimplified, it is a 45-day collection cycle of accounts receivable and a quarterly turnover of inventory. The result is an investment of twice as much money in inventory as in accounts receivable. Most organizations have anywhere from two to four times as many employees in the accounts receivable department as in the inventory control operation. The money invested in inventory is the *only* money in business which can earn a profit. If we are out of stock, we lose sales. If we have too much stock, we may use too much money, too much space, and even may have to move the merchandise at a loss. The best we can hope for in the accounts receivable operation is to get our money back (a very important factor), but we cannot make a profit. It therefore stands to reason that the management of inventory requires as much or more manpower and effort as the control of outstanding money. This may be all very fundamental, but many businesses lack inventory management and have no guiding inventory records.

The desire to improve its own inventory management induced the Horace T. Potts Co., a steel warehousing organization in Philadelphia, Baltimore

John H. Kern, purchasing agent, discussing the inventory system of Horace T. Potts Co., with John A. Stringer, controller.



The visible record card used for inventory control by Horace T. Potts Co.

and York, Pa., to institute a survey of the inventory procedures of other steel warehouses. The survey was prepared under the guidance of John A. Stringer, controller, and Donald L. Craig, office manager. Nine other steel warehouses were visited and a number of four-page questionnaires were sent out.

Thirty-nine questionnaires were answered in detail to tabulate all the information required. The answers had little in common, as each questionnaire listed an inventory record with its own variations. The outstanding fact was that as long as sales policies, investment and warehouse facilities vary, the inventory program has to be built around each company's own requirements.

Answers in the questionnaires listed 21 different ways to record receipts of merchandise and 17 different ways for recording sales. Thirty-six organizations posted their records by hand; six in books and 30 on ledger cards housed in tub files or in visible record files. Of the three mechanized posting operations, two were on a bookkeeping machine and one on tabulating equipment. The report on sales activities varied from records posted from sales orders to loading reports posted from memo orders prior to formal billing. One warehouse posted sales to the inventory records during a night-shift operation on a bookkeeping machine. Another warehouse prepared a separate sales report on tabulating equipment, doing their own key-punching and using a tabulating service bureau's facilities for the preparation of the reports. The first mentioned tabulating installation prepared a sales report. The Horace T. Potts Co. had used an outside service to prepare a peg strip sales analysis from copies of their bills. The peg strips were summarized by customers, salesmen and territories, and listed 45 commodities both in value and weight.

Again, in the sales reporting procedures there was no uniformity; no such thing as the "one best way." It therefore became evident that a new and specifically designed inventory system was needed for Horace T. Potts Co. The following records were required for the posting of tonnage or units:

1. Accumulation of daily receipts of

Carol Crow sorting the shipping copies of the 11-part form before the posting operation. Some of the visible trays containing the inventory record cards are seen at rear.

the four-part unit. The copies are record cards to the tray. All trays have

Mildred M. Malone posting stock disbursements on the visible inventory record cards. All warehouse orders are shipped within 24 hours of receipt and all posting is completed within 24 hours of shipment.

merchandise in 126 classifications.

2. Accumulation of daily shipments of merchandise in 126 classifications.

3. Posting of receipts to 7000 individual item inventory record cards.

4. Posting shipments to 7000 individual item inventory record cards.

5. Indicating inventory balances below required minimum balances.

6. Provide details for evaluation of average price of merchandise on hand.

7. Provide details for calculation of inventory for accounting purposes.

8. Permit reconciliation of physical and recorded inventory on a cycle basis.

9. Provide the purchasing department with details to purchase required and related items on one mill order.

10. Provide accumulated sales record.

11. Provide past purchasing record.

12. Provide backorder record for unfilled orders.

In addition to the records requirement it was desirable to have all posting completed within 24 hours of shipment, and have all warehouse orders shipped within 24 hours of receipt of orders. That such a program did not start within the inventory group was immediately evident. An 11-part snap-out form for both order writing and billing was redesigned to permit sufficient copies to provide a separate section to be forwarded as one unit to the shipping department. This shipping department unit consists of:

1. Billing copy to be forwarded to the billing department with the exact weight of shipment.

2. Inventory copy to be forwarded to the inventory department with the exact weight of shipment.

3. Trucker's copy for receipt of merchandise.

4. Consignee's copy or packing list.

5. Control copy retained in shipping office while copies 1 to 4 are in warehouse to be filled and weighed.

In the actual procedure, most orders are typed at once and the exceptions as soon as the credit department has O.K.'d the shipment. The shipping section of the order is separated and sent via pneumatic tube to the shipping office. The control copy is there separated from the shipping section of the order and filed in an alphabetic sorter. The remianing four-part section is released to the warehouse foreman. Picked orders are weighed and the weight is entered on

the four-part unit. The copies are separated at once. Part one is brought to shipping office to be matched with the control copy and forwarded to the billing department. Part two is sent directly to the inventory department. Part three and four are needed in the shipping operation.

In the inventory department, the inventory cards are filed in groups by related items. Eighteen commodity groups are placed in one visible record tray. There are seven trays with 18 groups each and approximately 1000 inventory record cards to the tray. All trays have a sign attached to their frame identifying the commodities contained in each tray.

With such a large number of items, it is necessary to expedite the posting. Pre-sorting of the items to be posted is necessary. A LeFebure 126-division sorter is used to sort out the posting media for both receipts and shipments. Furthermore, sales orders are typed in the sequence of the 126 commodities and the alphabetic sequence of the items, to accommodate sorting the items in multi-

TRAY #11

DAILY STOCK SALES REPORT

POTTS GRD.
FLAT T. S.
FASTENERS
ELECTRODES

PREVIOUS TOTAL	DATE	COMMODITY	SALES TODAY	TOTAL TO DATE	CODE
4,315+	OCT 5 54	POTTS GRD. FLAT T. S.	33+1 •	4,348•	11 B 1
34,973+	OCT 5 54	MACH. & CAP SCREWS	28+2 •	35,001•	11 B 2
44,781+	OCT 5 54	NUTS	248+3 •	45,029•	11 B 3
13,156+	OCT 5 54	MACH. SCREWS FT. HD.	164+4 •	13,320•	11 B 4
11,450	OCT 5 54	MACH. SCREWS RD. HD.	400 5 •	11,850•	11 B 5
6,120	OCT 5 54	SET SCREWS	100 6 •	6,220	11 B 6
27,300	OCT 5 54	WOOD SCREWS	700 7 •	28,000	11 B 7
16,450	OCT 5 54	RIVETS	150 8 •	16,600	11 B 8
16,247+	OCT 5 54	WASHERS - FLAT	24+9 •	16,271•	11 B 9
19,478+	OCT 5 54	WASHERS - LOCK	04+1•	19,482•	11 C 1
3,425	OCT 5 54	COTTER PINS	125 2 •	3,550•	11 C 2
1,150	OCT 5 54	ELECTRODES	100 3 •	1,250 •	11 C 3

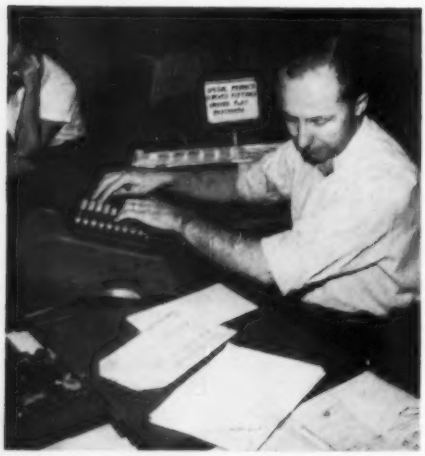
A sales analysis is prepared automatically as a by-product function of the bookkeeping machine.

line orders, by their first posting entry. Subsequent items are re-sorted for the exhaust method of posting. The sorted items are thus prepared for an orderly and quick posting procedure to the inventory records.

Posting is performed on a Burroughs Sensimatic Bookkeeping Machine, Model 500, with 19 registers. One register is used as a crossfooter to provide the new balance and the other 18 registers are used to accumulate the sales of the 18 commodities of the individual trays of 1000 items. The operation in itself is very simple and consists of the following:

1. Pick-up of old balance on hand.
2. Index sales order number.
3. Automatically print date.
4. Index quantity received or withdrawn.
5. Select commodity group identifying key.
6. Press motor bar for new automatic balance.
7. Automatic opening of carriage and positioning for next posting.

If a new balance is below required minimum, the posting clerk attaches a signal to the item inventory record card for the convenience of the purchasing department.



Charles B. Weaver, inventory supervisor, calculating average cost prices.

In addition to the inventory balance posting of individual items, there is also the automatic by-product function of the bookkeeping machine to provide a subtotal of sales in the 18 commodities of each tray. A sales analysis form inserted into the machine with listing of the 18 commodity items of the tray is now posted as a carbon copy of clearing out the totals in each commodity register on the control cards. All that is required is the pick-up of the old balance of the control card. Date and the accumulated sales and sales to-date are all printed automatically. This operation clears the machine but at the same time accumulates a total of all 18 commodities for further overall detail and proof. The sales analysis form shows the following details for the 18 commodities of each tray: (1) sales up to yesterday; (2) sales yesterday; (3) sales including yesterday. Three sets with seven sales analysis forms of the 126 commodities are distributed to the president, sales manager and purchasing agent.

In addition to the sales report, the inventory posting procedure furnishes (within 24 hours after shipping) a record of items which reached the minimum re-order balances. The commodity sales analysis furnishes statistical data on groups of related items, such as tool steel, structural steel, stainless steel, cold rolled steel, etc., for shapes or classifications of similar nature. Sales management can immediately recognize, through these reports, any changes in the movement of commodities carried in the warehouses. It is unimportant from the sales management angle if the sales were in ¼″, ⅜″, ½″ dimension if its general physical and metallurgical properties are the same. Naturally this does not apply to the purchasing agent, who works with the actual balance on hand of the individual inventory record card.

An analysis of warehouse sales, branch warehouse sales and direct ship-

(Continued on page 88)

A FORMS CONTROL PROGRAM

ARTHUR W. CLARK

Director of Planning, Home Security Life Insurance Co., Durham, N. C.

OUR FORMS CONTROL program is designed to insure the maximum integration and review of forms requirements throughout our organization, coupled with maximum economy and efficiency in form production and use. We believe that the ultimate test of our forms lies in how well they do their intended jobs. Good initial form design is essential, but it alone is not enough in an organization whose requirements and procedures are constantly changing. Forms are the tools of our clerical factory. They must be modified or replaced, eliminated or consolidated as our needs change. We must be able to justify each change economically.

Probably few businesses employ a wider variety of forms than do life insurance companies. In our own case, the number is fast approaching one thousand—in spite of our efforts toward consolidation, simplification and elimination. The problems of coordination of requirements, correlation with functionally related forms, and the maintenance of supply levels demand a system embodying the following elements: (1) form design procedures which will insure that when a form goes to press, whether it is a new form or a revision, it is the optimum paperwork tool for accomplishing the job; (2) a method whereby every suggested improvement in any form made at any time by anyone may be given consideration by all concerned at the logical time to do something about it; (3) a supply system that will guarantee the constant availability of these many forms to their respective users while striking a balance between quantities which are on the one hand consistent with economy in purchasing and, on the other, with revision of obsolescent forms

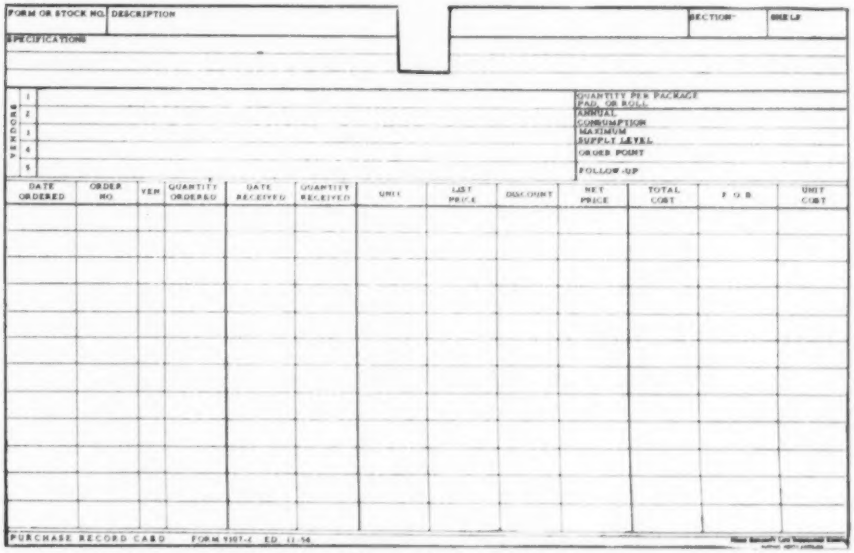
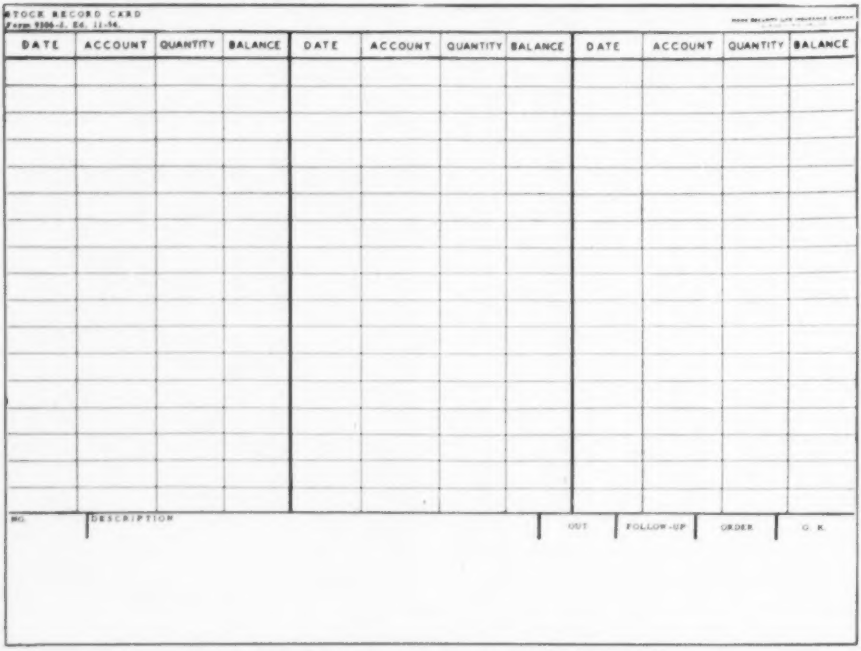


Fig. 1. The purchase record card.

without excessive waste.

To realize these several attributes of good form design and control, we use the following: (1) a functional and numerical form catalog, (2) a numerical form file, (3) a form design and revision check list, (4) a form printing specifications sheet, (5) a form requisition, (6) a form log, (7) a purchase record card, and (8) a stock record card. The purchase and stock record cards are used for all items of supply, not for forms alone. Certain other forms, such as our printing department job jackets, are related to the procedures under discussion, but we do not need to consider them in order to understand the system. We will outline a general picture of the way in which the program works without discussing in detail any of its elements.

When a departmental supervisor decides that time, effort and money could be saved by producing and using a new form, he no longer grabs stylus and stencil, designs the form, and turns it over to the office boy for reproduction on the nearest duplicator. Most of us have learned that this does not pay. Instead, the supervisor gets in touch with the staff section specializing in forms design. (In our organization, forms design, control and purchasing are within the jurisdiction of the planning department to simplify the operation of the forms control program.) Here we may profitably refer to a forms design check list. Ours is divided into 39 points under three main headings, Need and Purpose, Size and Arrangement, and Paper and Printing Specifications. The first section starts with a highly pertinent yet frequently overlooked question: "Is this form needed; if so, can it be combined with or incorporated in some other form?" An honest answer to this question may affect not only this form but related forms and the procedures in which they are employed. It is the

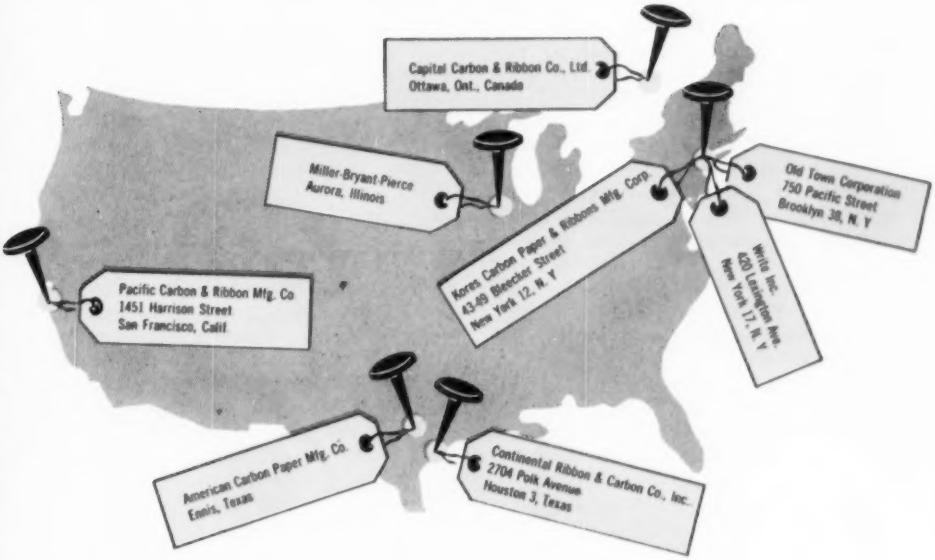

STOCK RECORD CARD

DATE	ACCOUNT	QUANTITY	BALANCE	DATE	ACCOUNT	QUANTITY	BALANCE	DATE	ACCOUNT	QUANTITY	BALANCE

NO.	DESCRIPTION	OUT	FOLLOW-UP	ORDER	O. K.

Fig. 2. The stock record card used for forms.

Anyone you pick can save you money!



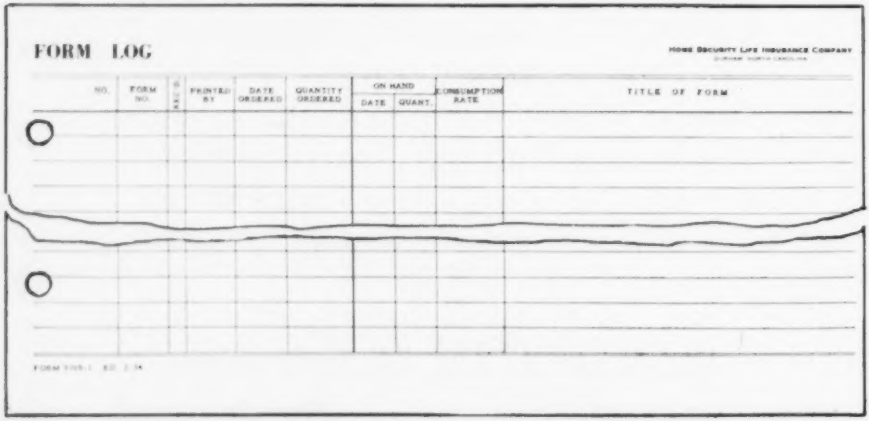
Take your pick. Write any of the above for samples of *HERMETITE NON-SLIP PROCESSED CARBON PAPERS.* Feel its fabric-like texture which makes handling easier and prevents slipping in the machine. See how much clearer it makes copies. Keep track of how much longer it lasts—even on electric typewriters. Then decide for yourself if it isn't cheaper to buy the best — *HERMETITE NON-SLIP PROCESSED CARBON PAPERS.*

***HERMETITE* Corporation**
Carlstadt • New Jersey

basic question in form design and control.

Intelligent forms design presupposes one's giving consideration to many factors. Among these are: the interrelationships between the form in question and related forms as to both use and arrangement; the requirements of the procedures in which it is to serve as a tool; size, number of copies, and the arrangement of the component parts; the types of envelopes, filing equipment, binding equipment, and office machines with which it is to be used; the various manual and mechanical ways in which it may be completed and their requirements as to spacing and margins; the need for properly located instructions, or for registration with other forms; the desirability of standardizing families of forms, of subduing recurring data so that the variable data will stand out, of minimizing machine tab shops and otherwise facilitating completion; the use of those type styles, rule weights, and design elements that will best promote usability; the proper selection and location of title and form number; the possibility of using colored paper or colored ink to simplify identification or routing. Printing specifications cannot be completed until paper weights and grades have been determined in the light of amount of handling, period of retention, and desirability of attractive appearance; minimizing eye strain or soilage, weight, bulk, finish, and opacity may all be important. Specifying grain direction may increase both paper and printing costs but may be justified because of filing requirements; consumption rates and the possible need for revision must be balanced against varying costs per unit for different quantities. The principal type of composition involved frequently determines the reproduction process. It may be that a continuous form should be replaced by a punch card notice, or that a job for which a snap-out set has been used can better be done with a continuous form. Achievement of the best design and the best printing specifications in a given instance must necessarily rest on careful consideration of a wide variety of factors, only a few of which have been suggested. To ignore these is to preclude the possibility of obtaining the best form for the job.

Let us assume that we have completed the design of a new form, that during the process all those concerned with the form have been consulted either in conference or—if they are field personnel—by correspondence or through their area supervisors, and that we have achieved what we believe to be the optimum design. The form has been given a title, and is now assigned a form number and an


FORM LOG

HOME SECURITY LIFE INSURANCE COMPANY

NO.	FORM NO.	SIZE	PRINTED BY	DATE ORDERED	QUANTITY ORDERED	ON HAND		CONSUMPTION RATE	TITLE OF FORM
						DATE	QUANT.		

Fig. 3. The form log is an 8½" x 11" form.

JUST OUT!

NEW, LOW-COST

Burroughs Director

ACCOUNTING MACHINE

So low in price that even small accounting jobs can be mechanized! Features include fast front feed, accumulated totals, and automatic big-machine advantages. See it right away. Your phone book tells you where. Burroughs Corporation, Detroit 32, Michigan.

Burroughs

"Burroughs"—reg. trade-mark

POSITIVE RIGIDITY

. . . recommended for all office machines . . . ESSENTIAL for electronic machines!

Cramer **GUARDIAN**

IN 4 SIZES

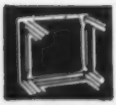
29" height; 24x20" top.

29" height; 20x17" top.

29" height; 24x20" top.

35" height; 30x17" top.

. . . 9" or 12" leaves available



WELD-BRACED TOPS & LEGS STAY RIGID

NEW LEAF LOCK CANNOT RELEASE ACCIDENTALLY

LEVELING DEVICES ASSURE STABILITY ON ANY SURFACE

OFFICE MACHINE TABLE-STANDS

Engineered to the rigid requirements of today's complex office machines, these new Guardian table stands by Cramer of Kansas City *safeguard your investment* in costly machines by holding them rigidly in place for accurate and trouble-free operation. Famous Cramer anchor-cups on each leg grip floor securely, and a handy lever releases the silent retractable casters for easy rolling of stand and machine when desired. Quality-constructed of square-tube steel with smooth tops of ¾" plywood . . . designed to complement the decor of the modern office.

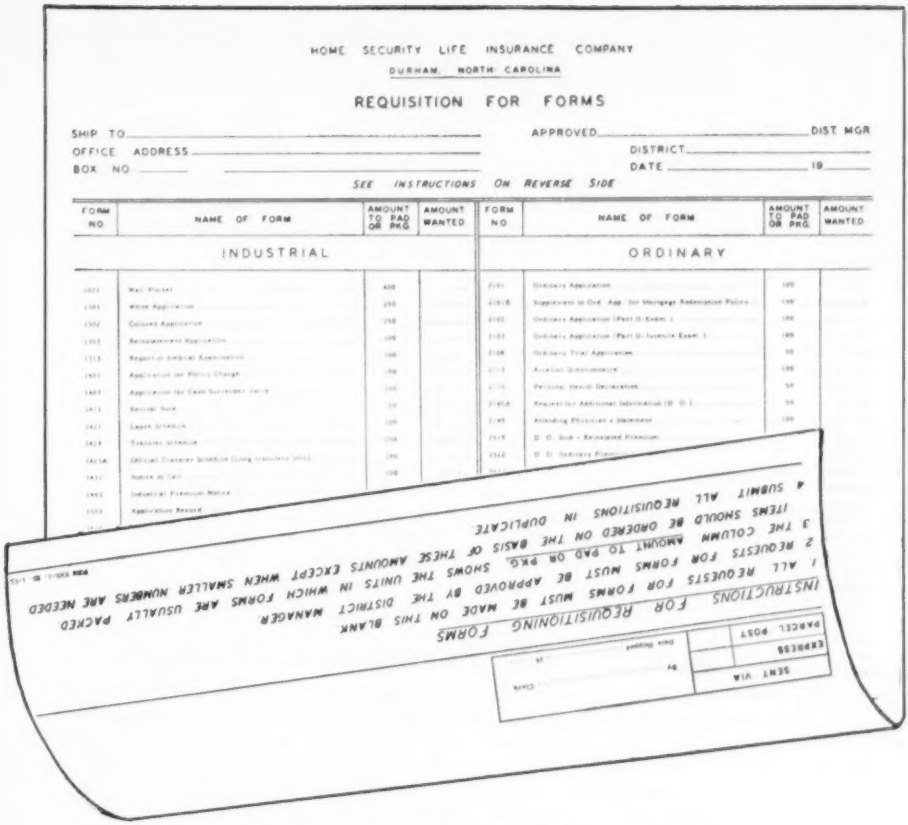
Made by the Makers of Cramer Posture Chairs

Ask your Cramer dealer

write Dept. O

CRAMER POSTURE CHAIR CO. INC., 1205 Charlotte, Kansas City 5, Mo.

ALL MADE BY *Cramer* OF KANSAS CITY



HOME SECURITY LIFE INSURANCE COMPANY

DURHAM, NORTH CAROLINA

REQUISITION FOR FORMS

SHIP TO _____ APPROVED _____ DIST MGR

OFFICE ADDRESS _____ DISTRICT _____

BOX NO _____ DATE _____ 19____

SEE INSTRUCTIONS ON REVERSE SIDE

FORM NO	NAME OF FORM	AMOUNT TO PAD OR PKG	AMOUNT WANTED	FORM NO	NAME OF FORM	AMOUNT TO PAD OR PKG	AMOUNT WANTED
INDUSTRIAL				ORDINARY			

SENT VIA

EXPRESS

PARCEL POST

By

Date Shipped

INSTRUCTIONS FOR REQUISITIONING FORMS

1 ALL REQUESTS FOR FORMS MUST BE APPROVED BY THE DISTRICT MANAGER.

2 REQUESTS FOR FORMS MUST BE MADE ON THIS BLANK

3 THE COLUMN AMOUNT TO PAD OR PKG. SHOWS THE UNITS IN WHICH FORMS ARE USUALLY PACKED

ITEMS SHOULD BE ORDERED ON THE BASIS OF THESE AMOUNTS EXCEPT WHEN SMALLER NUMBERS ARE NEEDED

4 SUBMIT ALL REQUISITIONS IN DUPLICATE

Fig. 4. Requisition used by branch offices to order forms.

edition date. The suffix "1" is added to the form number to indicate that this is the first edition. This suffix changes with each revision (unless the revision involves only changes in dates, in which case the edition date alone is changed).

The form title and number are now entered in the form catalog, a file folder is prepared for the form sample file, and purchase record card (Fig. 1) and stock record card (Fig. 2) are prepared. In the catalog, on the folder and on the cards, the form number suffix is omitted, as these will generally remain unchanged if the form is revised. A form printing specifications sheet is prepared, and on it the suffix is included with the form number, as any revision generally requires the preparation of a new sheet of specifications. The original of this sheet is placed in the file folder; the duplicate goes to our printing department if the form is to be printed there. If it may be reprinted there after a commercial printer makes the initial run (the case, for example, of a form which lends itself better to hot type composition than to preparation for offset reproduction). One copy of the form printing specifications always goes to whoever is doing the printing.

The file folder, which bears the form

number and title and contains the original of the sheet of specifications, is placed in the numerical file of form samples. The purchase and stock record cards, on which have been typed the form number, title, description, basic specifications, unit of order, maximum and minimum supply levels, and other pertinent data are now inserted in a visible filing system which incorporates a signal to indicate supply levels. After the printer has been determined, a purchase order is prepared and data concerning the vendor and order are entered on the purchase record card.

At this time an entry is made in the form log (Fig. 3), a simple form which is kept in the front of the form catalog and shows at a glance: (1) forms which need to be ordered, (2) forms which have been ordered but have not yet been received, and (3) completed form orders. Use of this log will be discussed further in a subsequent paragraph.

After the forms have been received from the printer and the receiving copy of the purchase order has returned to the purchasing department from the supply department, the order is checked off on the form log, and necessary entries are made on the purchase and stock record cards. Two copies of the new form are placed in the file folder in the form sample file. If this had been a revision and a previous edition had already been in the folder, one copy of each previous edition would have been allowed to remain. Each folder contains two copies of the latest edition (so that one copy may be pulled when the form comes up for reorder), the latest form printing specifications sheet, and one copy of each previous edition of the form.

A requisition for forms (Fig. 4) is furnished to our field offices. On it is listed those forms most commonly used,

(Continued on page 176)

One Form for All Personnel Changes

A PERSONNEL CHANGES reporting form, developed by Wilbert E. Scheer, personnel director for Blue Cross—Blue Shield, Chicago, and a director of the Office Management Assn. of Chicago, allows reporting, on the one form, all changes which affect an employee from the time he is added to the payroll until he is dropped. This form replaces sundry individual notices and memos which were previously used. It is prepared in triplicate: the original for the payroll department for whom the change is actually intended, the second copy for personnel which audits and records the change, and the third copy returned to the originator as his notification that the action has been completed.

With the introduction of this composite form, other forms were discontinued. Miscellaneous forms which became obsolete covered such personnel actions as request for salary adjustment, leave of absence, termination, transfer or promotion. The new form eliminated the need for a multiple form prepared by personnel to put the action into effect. It also made unnecessary the notification from payroll to the department manager reporting each salary increase.

Other advantages include a more convenient means of reporting name, address and telephone changes. It makes possible reporting more than one change for the same employee even with different effective dates. The new form standardizes the authentication required by policy. It makes filing neater and easier since all reports are uniform 8½"x11". Distribution of copies follows one pattern which means information is not easily sidetracked into the wrong office.

The form, with one-time-carbon, has received immediate acceptance and is serving its purpose. The idea of using one composite form for all personnel changes is apparently unique. A number

P21-7-53

BLUE CROSS-BLUE SHIELD, Chicago
Personnel Changes

TO: Payroll Section — Date: _____

Effective Date: _____

NAME: _____ Soc. Sec. No.: _____

ADDRESS: _____ Emp. No.: _____
number city zone state

TELEPHONE: _____ DEPARTMENT: _____

SENIORITY DATE: _____ JOB CLASSIFICATION: _____

____ ADD TO PAYROLL Salary: $ _____ per week $ _____ per hour $ _____ per month ___regular ___temporary

____ TRANSFER from Department _____ Job Classification & Grade: _____
or
PROMOTION to Department _____ Job Classification & Grade: _____

____ SALARY CHANGE from $ _____ to $ _____

MERIT _____ AUTOMATIC _____ PROMOTION _____

Amount of last increase: $ _____ Date of last increase: _____

____ LEAVE OF ABSENCE from _____ to _____
or
FURLOUGH Reason: _____

____ DROP FROM PAYROLL Reason: _____

Voluntary _____ Involuntary _____ Would you rehire? YES _____ NO _____

COMMENTS: _____

_____

_____

_____

_____ _____
Recommended

_____ _____
Approved

_____ _____
Audited

(Fill in only parts necessary for action taken.)

White—Payroll Green—Personnel—Tab Payroll Comptroller—Confidential Payroll Canary—Division File

of other companies have studied it and adapted it to their own needs.

Readers who want to review this form may obtain samples by writing Wilbert E. Scheer, Blue Cross—Blue Shield, 425 N. Michigan Ave., Chicago 90. The form is not copyrighted and may be reproduced from above illustration.

Mobile Shelves for Stationery Storage

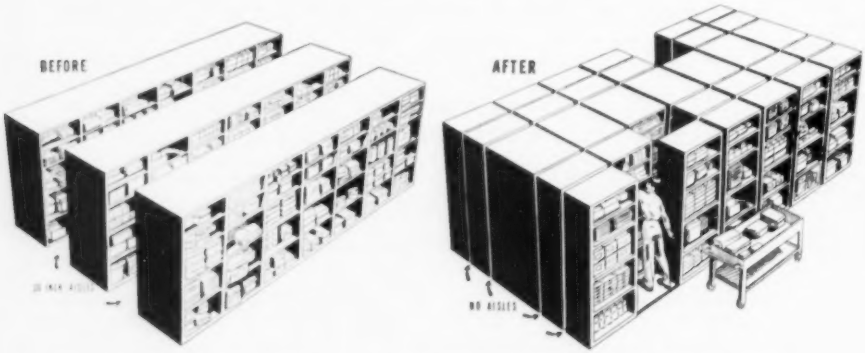
T. H. MacCAULEY

Manager, Sales Promotional Planning, General Electric Co., Philadelphia.

BACK IN January, 1949, the employees' store and stationery sections of the Philadelphia Switchgear Departments of the General Electric Co. were located adjacent to one another, in the most desired positions for their most efficient operation and to provide the services desired. This sounds as though it should have been a very serviceable and efficient arrangement, but it had its drawbacks. Foremost was the lack of space resulting from their continuous expansion. More room was needed for the employees' store due to a continuous increased demand for small electrical appliances for home use as electrical servants. In the stationery section, increased demands for additional space stemmed from the standardization of all departmental printed forms with all plant requirements stored in one stationery section. Both sections finally reached a condition where they were forced to store their material in many different locations throughout the plant. This resulted in many delays, wasting both time and effort. It was finally decided to move the complete stationery section to another location in the plant. This would provide the employees' store with an additional 2000 sq. ft. of floor area in which to expand and meet their requirements.

This relocation was about to be made when consideration was given to the use of mobile storage racks in both the employees' store and stationery sections. The study was made, the mobile storage racks were purchased and installed, and the stationery section remained stationery—but mobile. The use of mobile storage racks not only provided greater utilization of aisle areas but permitted both the employees' store and stationery sections to meet their expansion requirements of 1949 through 1955.

The new set-up includes groups of racks consisting of one row of stationary, or fixed racks, located in the center or against the wall, and two or three rows of mobile racks on both the front and rear sides. One unit of each row of mobile racks was omitted to provide an empty rack space which can be changed easily and quickly by simply pushing other units to the left or right. This makes it possible to expose any unit of the racks as they are needed. All of the mobile racks are mounted on roller-bearing wheels which run on tracks, and are built to the same specifications in



Mobile shelving provides more storage space than fixed shelves in the same area.

height, depth and width, as standard stationary racks.

In addition to a more efficient utilization of floorspace and considerably more cubic feet of stock space, other operating advantages are now being realized:

1. Greater accessibility resulting from closer proximity of mobile storage racks and the saving of time in getting items (annually totaling more than 50,000). Saving the store clerk's time in getting an item is added to the time of those waiting to be served.

2. Removal of loaded mobile racks from the rear, or inactive location, in the stockroom to the more favored front positions to meet periodic or seasonal changing conditions of supply and demand.

3. Saving time by loading the mobile racks at the rear of the stockroom while accumulating items in the employees' store before "gift-buying-seasons" and then moving the loaded racks bodily to the active positions when the holiday season starts. This same benefit applies to the stationery stockroom when standard forms are improved or revised, thus producing a high demand within a short period of time. These moves are now made quickly without construction changes and in considerably less time than the old method of unloading, moving and loading of stationery racks too soon, too late, or at a time when the rush is on and the regular clerks are too busy. This had resulted in delays to those waiting to be served.

The above are but a few of the intangible savings difficult to figure in dollar value. In addition to the continual saving of 2000 sq. ft. of floorspace, which alone is a considerable dollar saving for any office, plant or warehouse, there is another factor: operation and maintenance. Mobile storage racks in our employees' store and stationery section have been installed and in use since 1949 and have met the requirements of the men responsible for their efficient operation without any maintenance or consequent delay in service.

Moving the shelving units makes an entrance to other shelves. There is no fixed or wasted aisle space.

The American manufacturers of Mobile Storage equipment are Dolin Metal Products, Inc., 310 Lexington Ave., Brooklyn 16, N. Y.

RALPH G. SINN
NOMA President

36th Annual NOMA Conference In Toronto

J. C. HODGES
1st Vice President

OFFICE EQUIPMENT will be exhibited by more than a hundred manufacturers at the 36th International Conference and Annual Office Machinery and Equipment Exposition of National Office Management Assn. in Toronto's Mutual Arena, May 22-26. Hudson J. Stowe, controller, Manufacturers Life Insurance Co. of Toronto, and NOMA general chairman, estimates a registration of 1,800 for the conference sessions.

Theme of the conference is "Controlling Office Costs". Rev. Richard D. Jones of the Canadian Council of Christians and Jews, Toronto, will be the keynote speaker on Monday, May 23. C. M. Surdyk, plant controller for the Dearborn Assembly Plant of Ford Motor Co., will speak on "Budget Development" at the first afternoon session, May 23. He will discuss proven techniques for budget preparation which insure effectiveness. Paul Holly of Aldens, Inc., Chicago, will speak on "Work Measurement" at the second afternoon session that day. Mr. Holly will discuss the possibilities of office work measurement and the relationship of quality to quantity in combatting rising office costs.

J. R. Crowley, Hotpoint Co., Chicago, will address the first morning session on May 24. His topic will be "Methods Improvement" and he will discuss the objectives of a methods improvement program and how to keep it dynamic and profitable. V. K. Rowland, personnel administrator, Detroit Edison Co., will follow on "Executive Development". He will discuss the grooming and selection of office personnel for greater responsibilities and the question of formal versus informal training programs.

R. H. Allen of Moore Business Forms, Ltd., Toronto, will cover "Duplicating Equipment" at the afternoon session, May 24. Mr. Allen will include all types of equipment from stencil to offset, how to use them and how to select the right equipment for the job to be performed. Speaking at the same session will be Edward L. Wallace, assistant professor of research in business administration at Harvard University, Cambridge, Mass., who will discuss "Electronic Data Processing" as it applies to both large and average sized office operations.

At the Wednesday morning session, May 25, W. Davis Reid, Institute of Supervisory and Personnel Development, Toronto, and Robert L. Peterson, assistant professor of business management at the University of Illinois, will discuss "Incentives". Both psychological and financial incentives will be discussed, as well as how to balance the two effectively to assure smooth office operations.

THE OFFICE Magazine's Schulhof Awards will be presented to Roddy Osborn, Major Appliance Div., General Electric Co., Louisville, Ky., and Robert C. Chope, U. S. Rubber Co., Detroit.

There will be the usual entertainment features for the registrants' relaxation as well as a full program for the ladies. The annual dinner will be held the evening of May 24 in the Royal York Hotel. The annual luncheon will be held there on May 25. Registration information can be had from NOMA at 132 W. Chelten Ave., Philadelphia 44.

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Records Management in Iowa City

PETER F. ROAN
City Manager, Iowa City, Iowa.

FILES AND RECORDS are the very life of a city government office, yet too often they are among the most neglected areas of administrative detail. Here at Iowa City, our municipal record-keeping procedure has recently undergone a complete reorganization. We have replaced ill-organized and sometimes slipshod methods with an integrated, practical system, and our before-and-after story might be helpful to executives with a similar record-handling problem.

To begin with, we realized that reorganization was not a job to be done in bits and pieces. In addition to the office of the City Manager there were other departments — the City Clerk's office, Police Department, the office of the City Engineer, and Sewage Disposal Department — whose clerical and filing problems needed attention. Documents were being misfiled, unnecessary duplications were made, time was wasted in hunting through unwieldy or inaccurate indexing systems, and dead files were in some places taking up too much of the room needed for live ones. A top-to-bottom overall reorganization was called for, yet none of our executives had either the time or the specialized knowledge to undertake such a job.

What we needed were the services of specialists who could come into our offices, diagnose the trouble with existing methods, make recommendations and, subject to our approval, carry them out, meanwhile leaving us free to go on with the business of running the city. We called in the business services department of Remington Rand, whose representatives promptly began a survey of our problems. Without any interruption of our normal routine they made their observations, took their notes, and made a report which outlined a plan of action with four basic objectives:

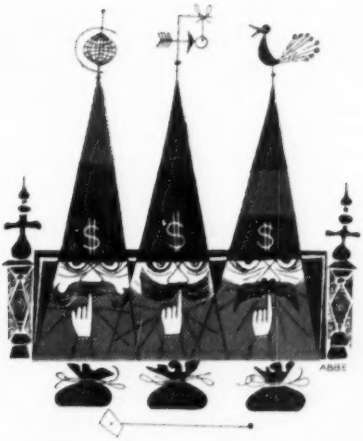
1. The physical centralization of as many types of records as possible to minimize confusion, simplify reference and eliminate duplications.

2. The organization of administrative, permanent and subject records, present and cumulative, for availability not only for current but for future reference.

3. The control of all records and record-keeping by the establishment of standard rules and procedures.

Taking one department at a time, the analysts' report itemized every flaw they found in existing procedure and offered a solution. One major difficulty was found in both the City Manager's office and the office of the City Clerk: there were too many separate files, with the result that pieces of related material were often separated and identical material was sometimes found in two or more places. It was recommended that a central records room be established under the supervision of a capable records supervisor. The supervisor would have the responsibility for all the filing of both offices, and would maintain close control over every document by means of a system of charge-out guides.

Another point the study singled out for improvement was our method of processing purchase orders in the City Manager's office. The existing procedure was to type each purchase order in four parts on the basis of a written requisition, verbal request, duplicate salescheck, or a statement submitted by the vendor. We sent the original copy to the vendor, filed two of the other copies in a drawer to be held for the signature of the party receiving the material and for the ven-



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dor's invoice, and filed the fourth copy in a separate folder by commodity.

The first recommendation for an improved system was that we should type purchase orders only from written requisitions, letters or statements. After the original was sent to the vendor, it was proposed that we attach one of the remaining copies to the requisition and file it in a special follow-up folder under Purchase Orders Unfilled. These follow-up folders, one for each vendor, would give us control over the status of each unfilled order by means of a colored sliding signal in the visible margin. The signal would be placed to indicate the first date for follow-up, and moved to other dates as orders were filled or requirements changed; thus overdue orders could be spotted at a glance.

One of the two remaining copies of the purchase order would be sent to the central records room to be filed under Purchase Order File—Vendors a record of which would be kept on a yearly basis. The fourth copy would serve as the basis for a Purchase History Record, filed by commodity. It was recommended that this file, which would become the heart of the purchasing department, be kept on a Kardex visible record.

The visible card system was also proposed for a simplified inventory control, covering city-owned equipment and supplies, which would give us quick reference to all the pertinent data concerning these items and, by means of margin signalling, insure control over their prompt maintenance and replenishment.

Elsewhere in the study it was found that the City Engineer's office contained many inadequately housed records that might better be kept in the central records room. It was recommended that only those of a purely technical nature or those needed for immediate reference be kept in the office itself.

Our Police Department's vital fingerprint file was overcrowded and confused by the use of many different types of file folders. An additional cabinet and standardized folders and guides were needed.

One of the major recommendations was that we establish a records retention committee, whose members would include a representative of the City Council, City Manager and City Attorney. Within the framework of municipal,

This photo was taken in Iowa City's records room during the survey which preceded its modernization program.

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state and federal legal requirements, this committee would study the relative value of all our records, and set up a retention schedule to determine which should be retained indefinitely, which should be retained for six years and which could safely be destroyed after three, two, or one year's time. Once a definite, approved schedule had been established, the assigning of records into the various retention categories would become an automatic annual procedure.

All six-year and permanent records would be microfilmed, and the rolls of film kept in a separate location from the originals to insure protection in case of fire or other damage. Microfilm would also offer the solution to the storage problem for permanent records: the originals could be destroyed after six years and the films alone retained. Through the use of the Microdex indexing system, the filmed replicas could be found, read and reproduced promptly when needed. Our reorganized system has now been in operation long enough for us to be completely satisfied that the change was a wise one.

Inventory System

(Continued from page 70)

ment sales, together with a sales tax analysis, is prepared as a by-product of the accounts receivable posting operation. The debit amount posted is automatically repeated in distribution columns and accumulated. This does not require any extra effort and provides sales volume figures for daily sales totals and their accumulated totals.

The end of the month peg strip sales analysis has been simplified to a dollar value analysis only, covering the same 45 classifications as provided for in the original value and volume report. The tonnage report is now available on a daily basis from the inventory control operation. The calculation of the average cost price and the extending of the inventory values are still performed manually with the help of an electric cal-

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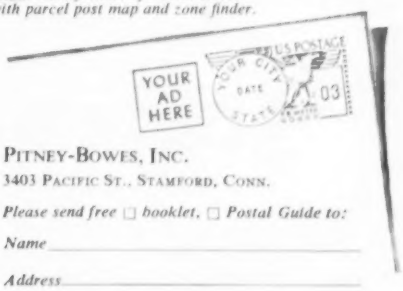

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New and more efficient plant capacity at Bristol, Pa., and Bedford Park, Ill.—that's the good news behind the current price reductions on "SCOTCH" Cellophane Tape. These plants are specially equipped for quantity output of high-quality tape at the lowest cost ever. In addition, their convenient location means big freight savings that are also being passed along to you.

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3M COMPANY

culator. Due to new inventory cards and the checking of the inventory on a cycle basis, it has been possible to prepare the inventory valuation in one-third of the time.

The purchasing department has greatly improved its ability to buy, at the right time, the right merchandise, at the right price. After all, with rising distributing costs and smaller spread between cost and selling price, it becomes more and more the function of the purchasing agent to combine items into the most economical purchasing quantity at the best available price from a mill with a favorable freight rate. The grouping of commodities, with their minimum quantities and balances showing on the visible margin, permits a fast review of items to be purchased.

Selection of the visible record trays has proven to be a great advantage in furnishing quick information of stock on hand to the sales department. This is especially true since posted stock reflects the warehouse's physical stock minus one day's shipments. With an average inventory of between 70 to 90 days' stock on hand, such information is satisfactory in most cases. Naturally there are exceptions, such as unusually low quantity in stock, or inquiries for more than the normal sales of an item. However, these exceptions are infrequent enough to allow special handling of such orders or inquiries.

To summarize the accomplishments of this inventory control, it may be said that better records are available for the following: (1) merchandise on hand; (2) merchandise on order; (3) customers' orders on backorder; (4) daily sales analysis by 126 commodities; (5) accumulated sales by 126 commodities; (6) items open to buy; (7) average cost of merchandise; (8) proven physical and record balances.

The advantages of the new inventory records can best be stated in the words of the president, Horace T. Potts II, "We not only know where we are, but we also know where we are headed."

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Bernard H. Nemlich
NOFA President

NOFA Convention

THE 9th Annual Convention of the National Office Furniture Assn., in Chicago, March 20-23, was highlighted by the largest exhibit ever to have been put on by NOFA. More than 200 manufacturers of office furniture, accessories and supplies occupied booths. Many new pieces of equipment and many new ideas and items were displayed. Registrations totaled slightly over 2,000. John R. Gray, NOFA executive director, once again put on an excellent and productive exhibition. The business sessions occupied themselves largely with clinic type of discussion periods and with exposition of NOFA activities for member benefit, not the least of which is NOFA's insurance plan, the scope of which was this year considerably expanded.

Bernard H. Nemlich of New York was reelected president of NOFA. Vice presidents are Henry I. Coleman, Savannah; Melvin Levin, Boston; Thomas F. Malone, Memphis; S. L. Nathan, New York; Dennis O'Hern, Hollywood; William Simpkins, St. Louis; Claude G. Wilcox, Baltimore; Roger W. Young, Detroit. Directors are Kirk Gross, Waterloo, Iowa; Mo Dorman, San Francisco; William F. Spaulding, Denver; Harold B. Speicher, Detroit; Melville G. Wheeler, Greenwich, Conn.; John C. Klein, Dallas; Moe Turman, New York; Harry Hofheer, Chicago; V. L. Caldwell, Philadelphia. John E. Mossman is activities secretary and Edward Tyre is treasurer.

NOFA's 1956 convention will be in St. Louis, March 4-7. New Orleans has been selected for 1957.

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AFTER A NEW FORM or a new system has been designed, a question often heard is, "Sure, these new methods look good, but how can I adopt them? My staff is working overtime now to get our work done. We haven't the time, personnel, equipment, space nor supervision to make a systems changeover."

The answer may be to use a service which specializes in handling overloads, systems changeovers and temporary help problems. Such services operate in cities all over the country today. They work in their own offices or in those of their customers. Instead of a business having to advertise, interview, train and go through the bookkeeping, payroll and other expenses involved, the service bureau does it for them. They use their own bonded, insured employees to do the work and take care of all record keeping, payroll, insurance, etc., that is required. Use of such service can be a flexible and convenient arrangement. They are paid either on a contract or hourly basis for only the hours they actually work and can be utilized days, nights or weekends without additional charges. The customer can utilize his equipment and space outside of regular business hours to handle a changeover if he desires, or use the facilities of the service bureau, many of which are equipped to handle any size job.

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overloads or temporary help problems is Manpower, Inc., which operates over 40 offices in major cities coast-to-coast and is rapidly expanding. Recently a large tractor distributor's building in Tacoma caught fire and the premises, files and records were badly disorganized, damaged and in many cases, completely ruined. The firm's business depended on their records and files. Manpower, Inc., was called in to prepare and set up new records and files. Their crews and supervisers worked night and day to get this business back on its feet

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Adds, subtracts, multiplies and even divides. The fastest, quietest, easiest 10-key machine to operate. New human-engineered keyboard reduces lateral hand movements. Exclusive Visi-Balance window automatically shows the true running debit or credit balance at all times. Instantaneous subtotals or totals. Erase tab-backspacer. AC-DC motor. Arrange for a free office trial—or write for full information from **FELT & TARRANT** Mfg. Co., 1715 N. Paulina St., Chicago 22, Illinois.

The new COMPTOGRAPH CALCULATING-ADDING MACHINE, the COMPTOMETER® DICTATION MACHINE, and the COMPTOMETER® ADDING-CALCULATING MACHINE are products of Felt & Tarrant Mfg. Co., Chicago 22, Ill. Offices in principal cities and throughout the world.

...a coupon→ for executives who never send in coupons

Royal Typewriter Co., Dept. O-1
2 Park Ave., New York 16, N. Y.

Please send:

( ) A free folder illustrating the Royal Standard in color.

( ) A Royal Representative to demonstrate the new Royal Standard with no obligation.

Name _____

Company _____

Street _____

City & Zone _____ State _____

The piece of paper immediately above this type may well change your office from one that looks ordinary to a colorful, cheerful, pleasant-looking place in which to work.

It will bring you a free folder which shows you the famous Royal Standard Typewriter in some of its new colors.

The folder describes in words and pictures, much better than we can do here, just how beautiful the famous Royal Standard now is. It shows how you can mix beauty with practicability in the modern office.

It takes less than a minute to fill in the coupon. It will take only a few minutes to look through the folder.

You should have this free folder.

Why not send in the coupon now? There is no obligation.

ROYAL®

ELECTRIC • PORTABLE • STANDARD • ROYTYPE® BUSINESS SUPPLIES

Royal Typewriter Company, *a division of Royal McBee Corporation*

How a Baltimore Business Form keeps them selling

**AT ABERCROMBIE & FITCH CO.
NEW YORK CITY**

Over the years, Abercrombie & Fitch Co., famous New York sports specialty store, has worked with Baltimore Business Forms to improve salesbooks, and give more time for *selling*.

First improvement, made some time ago, was to print saleschecks across the greatest dimension—eliminating tall, narrow slips. This has been further improved by the use of NCR paper, which makes copies *without carbon!* Hands don't get smudged, no time is lost interleaving carbons, salespeople finish sales more quickly, get to the next customer sooner.

What's the next improvement? That's hard to say, right now. It's a cinch Baltimore Business Forms will think of something! Chances are, we can think of something to help *your* forms problem, too. Write us *today*, requesting samples — there's no obligation.

BALTIMORE BUSINESS FORMS

Saving time and reducing costs in business and industry

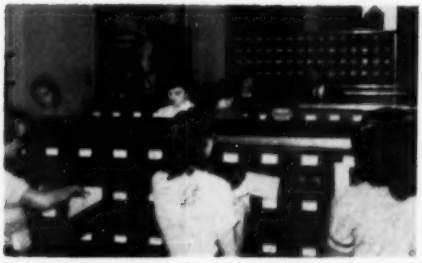
The Baltimore Salesbook Company

3144 Frederick Avenue, Baltimore 29, Md.

and they did the work in their own office.

A Chicago accident and hospitalization insurance company was advised that their policyholder records could be maintained at a much lower cost by the use of punched card accounting, but the firm had no way of key punching the tremendous number of cards. Manpower worked on the customer's premises for several months on a midnight to 8 a.m. shift with 50 of their employees and supervisers key punching, verifying, checking and sorting all the required cards. The changeover was done at a cost far below what the firm could have done it for had they recruited a temporary force of their own or used their own employees overtime. The work did not disrupt their normal routine or tie up any of their own personnel.

One of the country's leading casualty companies developed a new filing system which necessitated changing their files on a national basis in all their offices from an alphabetical to a numerical system. Their only problem was how they could accomplish this changeover in so many offices without disrupting their normal work and without the personnel to do it. Manpower was called in to see if they could get the job done. A crew was put to work in Philadelphia on an experimental basis. Because the work had to be done in phases with a time gap between each phase, crews of typists and file clerks alternated with the flow of the work. Sometimes no one was there, at other times there were 25. Work was done during the day, at night



Here temporary workers changeover a vertical filing system.

HEINRICH DIEHL G. M. B. H.
RECHENMASCHINENFABRIK
NÜRNBERG · STEPHANSTRASSE 49

WESTERN GERMANY

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with a
feather
touch

Colorbrite

another of the more than 3,000 EBERHARD FABER products people rely on!

In 26 brilliant colors. Colorbrite is preferred by business people because it leaves a vivid trail of color at a mere feather touch. Writes as smoothly as a black lead pencil. Takes a fine, sharp, long-lasting point. Ideal for charts, figures, graphs and forms. Waterproof—smear-proof—fadeproof—permanent!

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Since 1849

EBERHARD FABER *puts its quality in writing*

NEW YORK • TORONTO

or on weekends, as it required. Subsequently, the service's offices in Chicago and other cities were called on to handle the job in other cities with the experience gained in Philadelphia. It was easy for other Manpower offices to get the job done with a minimum of training or briefing.

A midwest manufacturer, whose method of maintaining customer records and orders was being replaced with a more economical one, had to have 18,000 labels prepared for new folders, have the old ones removed and the new ones affixed to refile the customer records. Work was done over a weekend and the new system installed before the firm was open for business on Monday morning. The service supplied all the necessary typewriters, personnel, supervisors and other equipment and charged a straight hourly rate for their work. By rotating crews every eight hours during the weekend, additional saving was made for the customer.

With specialization and automation moving rapidly into every phase of business, it is natural to rely on professionals more and more. The service bureau is a professional. They are experienced in the installation and maintenance of most types of systems and have experienced supervisors and employees who can handle an overload, installation or changeover faster and more economically because they are constantly doing it. Experience has shown that on the average, the service bureau employee will normally turn out from 1½ times up-

Offices switching to shelf files furnish many jobs for services like Manpower, Inc.

SHOCKING

BUT GOOD READING

There's nothin' like color to stop 'em cold and get 'em reading. And there are no better colors (for stopping) than the wide range of attention-compelling hues in Eastern office duplicating machine papers. Pinks, blues, greens . . . a whole rainbow to choose from.

And whatever Eastern paper you choose, you're assured a paper that will run well, look well, have a quality feel . . . and, generally, make life easier and office duplicating work better.

Try it for whatever process you use. There's an Eastern paper especially engineered to deliver top performance and clear, clean impressions.

Eastern makes the following seven papers for office work: Atlantic Duplicator, Atlantic Bond, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond and Manifest Duplicator.

For sample Sheets or Packets, ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

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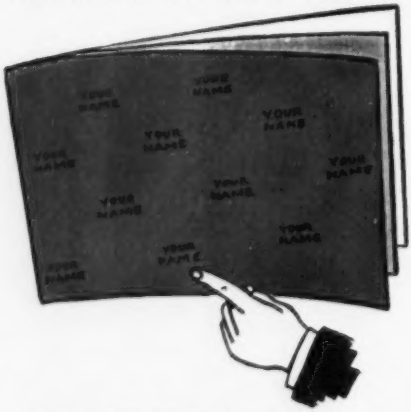
EASTERN E

MADE BY EASTERN CORPORATION • BANGOR, MAINE

Spirit MASTER UNITS or CARBON PAPER now IMPRINTED with your PRIVATE BRAND NAME



AT NO ADDITIONAL COST OTHER THAN ART AND PLATES

Duplicating carbons should produce the same number of sharp, clear copies every time. You can depend on the *uniform* high quality of Colonial carbons—because for years Colonial has *specialized* in the manufacture of spirit master units, spirit carbons, gelatin carbons and related duplicating supplies. Colonial carbons give longer runs, clearer copies, and above all, *uniform* results.

Send us a sample of your imprint—a rough sketch will do—for quotations.

Colonial
CARBON COMPANY
GENERAL OFFICES • SKOKIE, ILL.

wards the work done by the average office worker because the bureau initially requires a high standard of skills and ability and its employees work in a customer's office on a professional status outside the social structure of friendships and interplay that exist in most offices. They are there only to get a job done.

Businesses large and small throughout the country are learning to their pleasant surprise that when a peak period job, a seasonal overload, a systems installation or changeover occurs, the service bureau can do many jobs faster, more efficiently at a lower cost and without disrupting normal routine.

Evaluate Office Space as You Do Office Equipment

GLAMOUR is being increasingly emphasized in many new and recently reconstructed office buildings, but the success of any business structure will always rest on its efficiency as a business instrument, declared Norman Tishman, president, Tishman Realty & Construction Co., New York. "The test of any office building," Mr. Tishman stated, "should not be merely whether it has a sleek facade, a gleaming lobby, marble walls, a particular brand of air-conditioning installation or elevator system, or a certain type of window shape. The test is rather how the building fits into your company's operating picture. Does it meet the real needs of the company? Does it increase employee efficiency and productivity? Will it help boost profits? Is the building in the best location for your particular company? Is the space economical for your type of business? Is it flexible enough to permit orderly growth or change over a long period of years? Is the service complete and all to be desired? In other words, is the space a productive asset?

"Of equal importance," Mr. Tishman

exclusive ARCH DESIGN"

adds Beauty
plus Stamina
to

PLASTICO BINDINGS

for sales literature that's "BOUND TO SELL"...

With colorful PLASTICO BINDERS, your catalogs and sales presentations carry extra sales-power through prestige appearance plus practical *showmanship*.

PLASTICO-bound books *open flat* and *lie flat*, no matter how big or thick . . . display their contents with *full-spread* effectiveness. Ideal for reference or demonstration—in every size from pocket lists to king-size swatch samplers.

WRITE TODAY for full information, plus name and address of Plastico Licensee nearest you . . . to improve your

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PLASTIC BINDING CORPORATION
Originators of Plastic Binding in America
732 SHERMAN ST. • CHICAGO 5, ILL.
15 W. 24th ST. • NEW YORK 10, N. Y.

Ask for PLASTICO BINDERS By Name

PINK PLASTIC PUTTY... that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

emphasized "is the reputation of the builder for the construction of quality buildings and his experience in creating efficient office space and servicing it effectively. The prospective tenant should make inquiries about the background of the builder. What is his reputation in the building industry? What are some of the successful office structures he has erected? How do they compare in quality of materials and equipment? Who are some of the major tenants in his buildings? Are these tenants pleased with the way their space and the building is working out for them? Is the service of first quality? Does the builder cooperate understandingly with the special requirements of his tenants? Does he build for speculation and resale or for permanent investment?

"Only after these questions are answered," Mr. Tishman advised, "can you be sure that you are on the right track. Because office rent may be one of the smallest expenditures a business firm makes each year does not mean that office space should be selected without careful analysis of the company's func-

"Didn't I tell you never to call me at the office!"

please, boss...

buy me a

Stenafax

THE ELECTRONIC FACSIMILE COPIER

it's so easy to make
mimeograph stencils
single positive copies • offset plates

. . . and boss . . . I don't have to mix any chemicals, ever, or go from one piece of paraphernalia to another. It's all done on the one machine — whether it's stencil, offset master or single copy. All I do is select the recording material and run it off on Stenafax — and that takes less than one minute of my time. It will copy anything — office forms, typing, drawings, news clippings and other graphic material regardless of color, type of pencil, ink, opacity of paper, etc.

in MINIMUM TIME at MINIMUM COST
with facsimile ACCURACY Let us send you bulletin O-5

STENAFAX, Biltmore Arcade, 43rd Street and Madison Avenue, New York 17, N. Y.

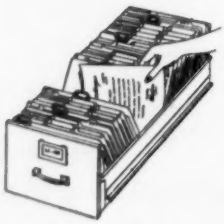
NOW—More Time for Management to Manage

Every day "paper work" mounts. Never before in the history of American business has the handling of detail been so important—taken so much of management's time.

But there's a way to cut through this maze and find more time for the really productive work. It's a simplified plan by Shaw-Walker. Finding is up to four times faster. Operating costs for help are reduced. But most important, there's less to hamper and delay decisions; management has more time to manage.

Since 1899 Shaw-Walker has been helping business by simplifying office work—to speed record keeping.

Shaw-Walker makes everything for the office—except machines—chairs, desks, Fire-Files, filing cabinets, loose-leaf and payroll equipment—each "time-engineered" to help make the most of every minute, every working day.



Split-second finding is assured when you use one of the eight Shaw-Walker "time-engineered" filing systems. For records of any kind, for one drawer or 1,000.

The booklet, "Time and Office Work," is packed with ideas for *stretching* office time. A wealth of information on *"time-engineered"* office systems and equipment. 36 pages! Many color illustrations! Write today on business letterhead to: Shaw-Walker, Muskegon 52, Michigan.

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World
Executive Offices at Muskegon, Michigan
Branches, Dealers in All Principal Cities

tions and needs." Mr. Tishman's firm will shortly begin work on a new 36-story, 1,000,000 sq. ft. air-conditioned skyscraper at 666 Fifth Avenue in New York City, adjoining Rockefeller Center.

"Not all office buildings are alike. Some cannot offer large enough single floors to permit the advantage of concentration of all activities on the same level. Window and column spacing may not permit enough variation in interior partitioning to make the space fit the changing needs of the company. A location which offers convenient access to rapid public transportation for employees may be more important to the well-being of a company than one which does not have such a convenience. Proximity to other major concentrations of business, especially in allied fields, may eliminate needless waste of contact time. Proximity to shopping facilities may have an important effect in limiting secretarial and clerical turnover. Easy access to fine restaurants, hotels and clubs may be another important consideration in enhancing company prestige and executive sales effectiveness.

"The introduction in recent years of air conditioning, high speed automatic elevators, better lighting, greater window area, narrower and fewer columns, improved acoustical treatment, custom tailored office layout and many other advances in materials and design, resulted chiefly from recognition of the fact that good functional offices are as vital to the success of a company as the efficiency of its purchasing, production, promotion and distribution systems.

"Properly selected office space," Mr. Tishman declared, "can produce results far out of proportion to its actual cost—in heightened productivity and profits. Glamour may be important, but it is only part of the picture. The real story lies behind the glamour—in the building's effectiveness as a business tool. A skyscraper is more than a tall office building. It is a machine for business."

NEW • FASTER • EASIER • Automatic!

Destroys Old Papers and Records with No Hand Feeding

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into 1/4" strips—in seconds. Machine is a typewriter-size, portable desk model with full 1/2 HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

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fine rag boxed typewriter papers for

permanence . . . prestige . . . strength

For ideas worth keeping—reports, letters, agreements, surveys and permanent or semi-permanent records—use paper made from rags.

Neenah Boxed Typewriter Papers are available with from 25% to 100% rag content to give you whatever degree of permanence you require.

They are tub-sized and air-dried for a more luxurious typing surface. They are brilliantly blue-white for added prestige. Ask your stationer for Neenah, the finest in boxed typewriter papers.

Neenah is America's most complete line of fine business papers.

Old Council Tree Bond	**100%**	**rag**
Success Bond	**75%**	**rag**
Chieftain Bond	**50%**	**rag**
Neenah Bond	**25%**	**rag**
Old Council Tree Onionskin	**100%**	**rag**
Success Onionskin	**75%**	**rag**
Neenah Onionskin	**25%**	**rag**

Finishes—bond and cockle
Weights—substance 7, 9, 13, 16, 20 and 24
Sizes—8½ x 11; 8½ x 13; 8½ x 14
Neenah is also available ream wrapped.

NEENAH PAPER COMPANY
Neenah, Wisconsin

Neenah TYPEWRITER PAPERS

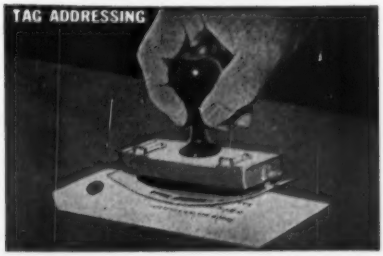
For Over 30 Years the Leading Hand Stamp Stencil Duplicator

ELIMINATES SHIPPING LABELS! PRINTS SHIPPING INFORMATION DIRECTLY ON CONTAINERS

Quick! Accurate! Easy! Now print shipping form and identification data directly on cartons, boxes and packages in one operation. FORM-CUT stencil has facsimile of your label or shipping form die-impressed into the stencil. Attach to MULTISTAMP duplicator and get 1,000 or more clear, sharp impressions from one stencil without re-inking.

ADDRESSES SHIPPING TAGS AND LABELS! PRINTS POSTCARDS, FORMS, MENUS, BULLETINS

Just type, write, trace or draw on inexpensive stencil . . . snap it on duplicator and print—like using a rubber stamp. Made of non-corrosive metal to last indefinitely . . no moving parts to wear or repair . . has low-cost replacement ink pads.



THE ORIGINAL HAND STAMP STENCIL DUPLICATOR

OVER 30 YEARS

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STENCIL DUPLICATOR ®
MANUFACTURED ONLY BY THE MULTISTAMP CO. NORFOLK, VIRGINIA

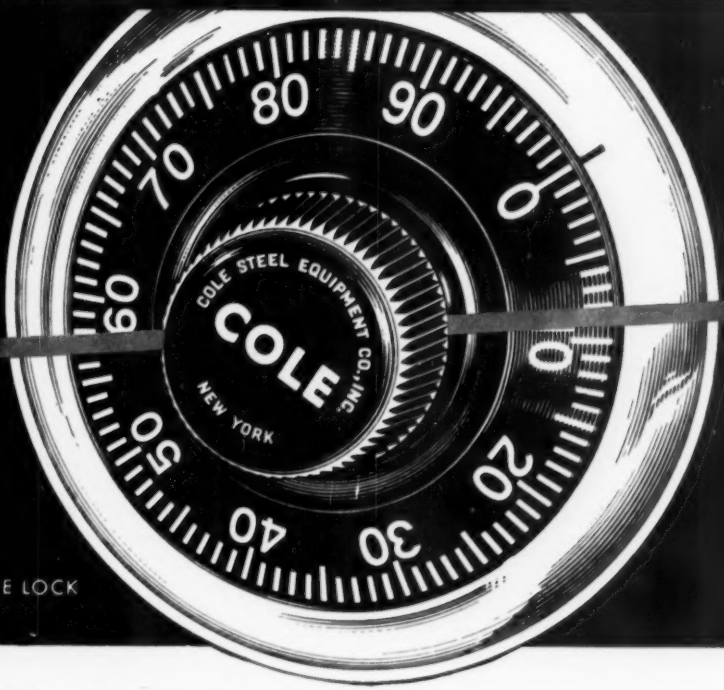
There is a size for every duplicating need. 8 complete outfits, $9.50 to $99.50 f.o.b. factory. Write for descriptive literature or see your Office or Shipping Room Supply Dealer.

WRITE FOR LITERATURE AND FREE SAMPLE FORM-CUT® STENCIL AND PRINT

COLE'S NEW *Concealed* SECRET VAULT

Top index drawer can also be used for cancelled checks.

COLE STEEL EQUIPMENT CO., INC., 285 MADISON AVE., N.Y. 17, N.Y.



ACTUAL SIZE LOCK

SAVES TIME... *All your records at your finger tips*

SAVES MONEY... *Prevents pilfering of supplies and tools*

REALLY PRIVATE... *Concealed vault safeguards your valuables*

The "MERCHANTS" File

A heavy gauge steel cabinet containing two full suspension letter files, index drawer for 3x5 or 4x6 cards (3200 cap.); 2 adjustable compartments under lock and key; steel safety vault with large vault size dial lock (only YOU know the combination).

32" high, 30½" wide, 17" deep. Olive green or Cole gray, baked enamel finish.

No. 1370

a low **$49.95**

With plunger lock which automatically locks all drawers. No. 1370PL.....$57.45

NOTICE!

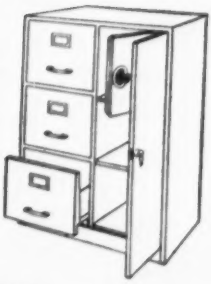
Actual size of lock shown above (not a "blown-up" picture), should not be confused with imitations . . . COMPARE!

The "DIRECTOR" File

Similar to No. 1370 except instead of the card drawer a third letter size filing drawer has been added. 37½" high.

No. 1473 ..... $53.95

The above with plunger lock that automatically locks all drawers. No. 1473PL $61.45



Grained walnut, mahogany or knotty pine finish $12.50 additional.

Prices slightly higher in Texas, Colorado and West of the Rockies.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS ARE AVAILABLE ON REQUEST.

SEND FOR COLE'S LATEST CATALOG

Expanding

VICTOR VISIBLE

Keeps pace with your growing business

Victor Sectional Visible—

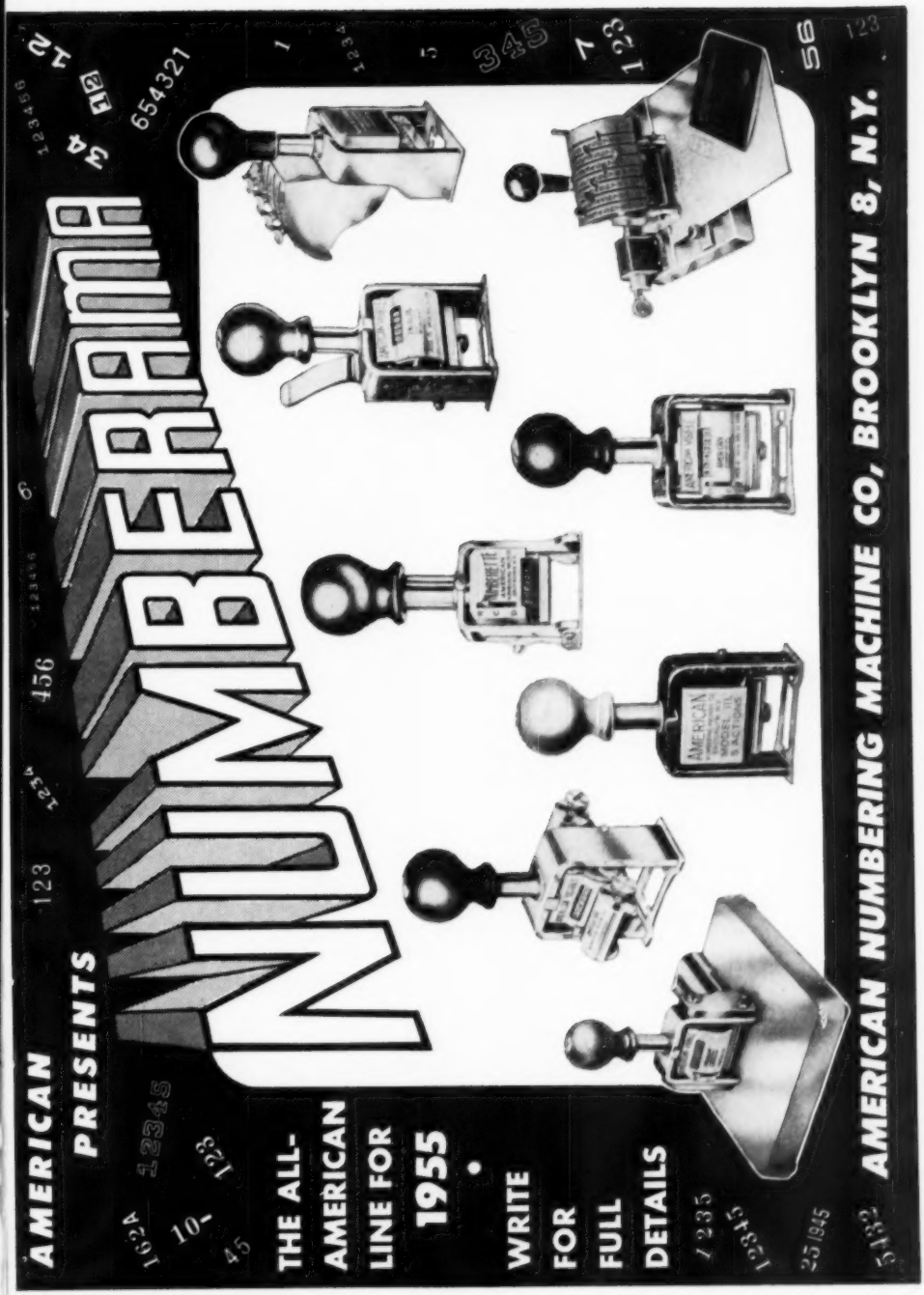
A time and money saver for your records. Just add a single new Victor steel section to the ones you have to give your visible record system added capacity. Buy only the capacity you need *when you need it.*

Victor steel sections are available for 5x3, 6x4, and 8x5 cards. Victor colored signals give you instant information at a glance. Select from gray, green, or from grained mahogany or walnut finishes.

See your dealer for this expanding Victor Visible Equipment.

VICTOR SAFE & EQUIPMENT — Remington Rand Inc. DEALER SALES DIVISION

315 FOURTH AVENUE • NEW YORK 10, N. Y.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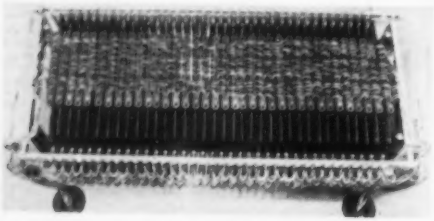
PRESENTS
NUMBERAMA
THE ALL-AMERICAN LINE FOR 1955
WRITE FOR FULL DETAILS
AMERICAN NUMBERING MACHINE CO, BROOKLYN 8, N.Y.

New Products

ELECTRONIC COMPUTER

Remington Rand Inc., 315 Fourth Ave., New York 10, N.Y., announced the advanced Univac II containing the latest electronic developments including a magnetic core memory system. Described as the most powerful business computer, it will double the speed and capacity of the current Univac. Its expanded high speed memory system is capable of retaining 24,000 characters and able to execute instructions at the rate of 8,000



per minute. The magnetic core illustrated is made up of thousands of tiny magnetic beads, or cores, which store the thousands of instructions and items of information which the Univac II processes. With additional cores, it can retain 120,000 characters or almost ten times the capacity of the current Univac. Univac II retains the errorless self-checking features, as well as all other exclusive features which have sold the Univac to almost 50 American business organizations and Government agencies. A 24-page illustrated descriptive booklet is free from above address.

CHAIRS

Invincible Metal Furniture Co., Manitowoc, Wis., makes the Modernease line of chairs incorporating more styles and more business-engineered features to complement Invincible's Modernaire Desks and Modernette auxiliary units in every detail, and add beauty and prestige to any office decor. Arms on Modernease chairs are expertly designed to provide maximum comfort, smoothly cushioned for restful arm-ease and handsomely upholstered. Arms are welded

so they cannot work loose. The maxi-comfort Modernease chair backs are extra large, deep and contoured for complete support. Backs recede as the user leans back, providing "cradling" for extra-restful seating. Fashion-keyed upholstery on Modernease chairs is available in standard or elastic vinyl plastics and handsome, high grade fabrics. Styles include vinyl plastic on a standard backing, elastic vinyl plastic on a knit backing, Mansfield, Gros Point or Clairmont fabric, or a combination with a fabric seat and either the vinyl or plastic

on the seat sides, back and arm rest. Arm rests are always upholstered with elastic vinyl covering to harmonize with the fabric. Non-marring fiberglass bases need no refinishing. The resiliency of fiber glass cushions shock and helps smooth out rough, uneven floors. Chairs are also available with streamlined metal bases. Full information from above address.

LIQUID LEAD PENCIL

David Kahn, Inc., North Bergen, N. J., makes the Wearever Liquascribe Pencil which writes a fine, erasable pencil line. The point cannot break and never needs resharpening. It writes dry like a pencil, cannot smear or smudge and is provided with a replaceable cartridge as well as a renewable eraser. The Wearever Liquascribe is retractable so that it cannot soil pockets or clothing. Priced at 29c each, $3.48 per doz.

AUTOMATIC COLLATOR

Cummington Corp., 620 Commonwealth Ave., Boston 15, Mass., makes the Cummington Model 85 Collator which automatically gathers sets of up to eight sheets each at a rate of 10,000 sheets an hour. It will handle the lightest manifold paper including one-time carbon intermixed with heavy ledger stock and has no complicated feed mechanism. Takes sheets in sizes from 5″ x 7″ to 11″ x 14″. Machine can be installed in the corner of a room since its loading, delivery and operating controls are all on one side and end. Total floorspace required is only 31″ x 63″. Machine operates with practically no downtime because its shuttle type loaders can be changed without stopping machine. The feed system is self-adjusting for any paper thickness and any size load at any station. Double suction cup pick-ups

and air jet rifflers assure positive feeding of single sheets. No grippers or feed rolls are used to handle paper and machine can handle carbon paper without smudging. The collator is quiet in operation, wholly self-contained and finished in gray-green. It requires less than ¾ hp and operates on 115-volt, 60 cycle AC.

FORMS DESIGN KIT

Baltimore Salesbook Co., 3144 Frederick Ave., Baltimore 29, Md., offers a forms design kit which contains large layout sheets to speed the planning of

forms for handwritten or machine use. Kit includes ten layout sheets, a type composition manual which also contains ruling diagrams, illustrations and famous trade marks; a list of "Ten Points That Make a Business Form Click" and a booklet showing how many companies have designed forms to save time and increase efficiency. The kit is free from above address.

TYPE IN LETTERHEADS

W. C. Hamilton & Sons, Miquon, Pa., offers a free Letterhead Style Book showing samples of good letterheads produced from type and type ornaments. It is stated that 19 out of 20 letterheads are printed or lithographed more effectively and economically without use of

handlettering or handdrawn artwork. The samples included here illustrate this point and a brief text provides ideas on the use of type faces which are available to most printers. The sample letterheads are produced on Hamilton Bond and Hamilton Bond Script in different colors and finishes. Types used in the samples are identified in the text. Write above address for the free Letterhead Style Book.

CHECKWRITER, DATER, SIGNER

Hedman Co., 1158 W. Armitage Ave., Chicago 14, Ill., makes the Royal Companion Sign-O-Meter and Dater Checksigner which operates in combination with any F&E Premier Electric Check Protector. Both set together on one base. Operator inserts check in the 8-bank keyboard protector which writes amounts up to one million dollars. After being imprinted with amount check automatically passes to the signing and dating machine, then is ejected

into a receiving box where finished checks are stacked in the order they are run. The machines are not connected or attached to each other. A small trigger which fits on the right side of the protector actuates the signer-dater as soon as the amount is imprinted, provided that signer's switch is on. If turned off, protector can be used by itself. The signer-dater also can be used independently. Machine automatically locks if an attempt is made to insert more checks than the number for which mechanism is set. Single, duplicate and triplicate checks can be signed and dated automatically. Because signature and date positions are adjustable, most present checks can be used. Electric foot switch is available for using the signer-

dater by itself. Signature plate is removable for safekeeping in a vault. Brass date wheels are quickly changed. Illustrated literature from above address.

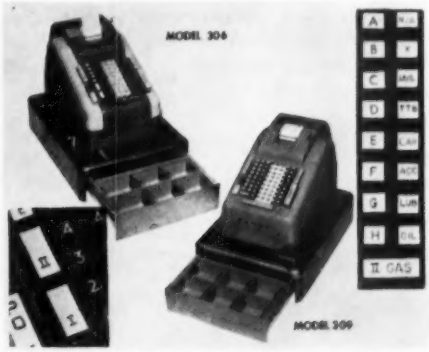
MOVABLE PARTITIONS

Irwin Casper, Inc., 401 Broadway, New York 13, N. Y., announces Otis Panel-ettes which are movable office partitions that come packed in cartons and can be installed by unskilled help with-

out tools. Made in heights of 39", 54", 68" and 84", Panel-ettes are fireproof, made of steel and clear or obscure glass. The partitions and posts lock together without nuts, bolts or screws, and are free standing. Posts can be had with electrical wires and double electrical outlets. Panels have rockwool insulation to deaden sound and are finished in long wearing baked enamel. There are no exposed holes or cutouts. Can be moved and reused as desired. Write for complete information and prices.

CASH REGISTERS

Clary Corp., Dept 055, San Gabriel, Calif., makes two new 2-total Cash Register models. Model 306 is a selective entry machine designed for wide retail store applications where daily separate running totals (taxable and non-taxable



items) are desired. Double-enforced entry of clerk key and register key I or II insures accurate accounting. Model 309 is designed for service stations to enable operators to keep daily running totals of gasoline apart from other sales. The register permits audit of gas, other sales or combination of both at any time.

PUNCHED CARD ACCESSORIES

Wright Line, Inc., 100 Exchange St., Worcester 8, Mass., introduces 55 new products in their 1955 catalog of punched card accessory equipment. The 136-page book is divided into eight sections, each covering a separate line of products. New equipment includes Unistorall Custom Files which allow punched card users to concentrate all filing at sitting height. Custom Files are available for both horizontal

and vertical card filing. Plasdex, all-plastic horizontal and vertical guides, are another new product. A new heavy-duty truck capable of carrying 18 fully loaded trays adds to card handling equipment. The Unitray vertical card handling equipment has been increased by the addition of a large capacity tub file, a full-suspension file with a card capacity of over 100,000 cards and a wall rack for the storage of inactive cards in trays, so that they are always quickly available for processing. Write above address for a copy of the catalog.

NOISELESS TYPEWRITER

Remington Rand Inc., 315 Fourth Ave., New York 10, N. Y., makes the Remington Noiseless Typewriter with exclusive pressure printing. A slight tap activates a precisely calculated weight which completes the pressing of the type onto paper leaving a uniform impression. Originally designed to re-

duce office noise, the new machine maintains all features of previous Remington Noiseless Typewriters and is completely redesigned in appearance. New executive type styles are being offered at no increase in cost. Ribbons can be obtained in colors to harmonize with letterheads. Finger-fit keys, cushioned to eliminate impact, the exclusive Perfect Positioning Scale for instant setting of identical margins and a simplified Typebar are all included. New engineering design makes maintenance and operation easier. A snap on and off cover saves time cleaning and servicing the machine. A removable platen simplifies necessary changes for stenciling or printing cards. A pressure dial makes carbon copies uniform without extra touch pressure when there are many copies. Write above address for folder RN-8719.

TAPE-OPERATED MACHINES

Monroe Calculating Machine Co., Orange, N.J., makes 14 different models of punched-tape bookkeeping machines and 20 models of punched-tape adding machines, all using common language punched tape. The Monroe Auto-Punch Bookkeeping Machine automatically duplicates postings in a perforated tape

which can be fed directly to other office machines such as a Teletype, tape-to-card or Flexowriter. Tapes can be mailed to another location or stored and used over and over. The Auto-Punch can control any 5, 6, 7 or 8-channel equipment. Punched tape is available in a lower priced, single register bookkeeping

machine. Monroe also offers multi-register models in 9 to 14 column capacities for all kinds of accounting jobs. The tape-punching facilities are custom built to individual needs and adapted to a base machine. Auto-Punch bookkeepers are extremely flexible and capable of automatic coding. They perforate tape at the rate of 20 digits per second. Errors may be corrected instantly and automatic interlocks prevent misoperation if a key is accidentally depressed. Monroe's Auto-Punch Adding Machine operates as a regular full keyboard adding machine. Simultaneously with the printing of figures on standard adding machine paper or wide forms, it automatically punches and codes in 5, 6, 7 or 8-channel tape. It perforates at the rate of 1,800 digits per minute. Automatic coding and error correction are among its features. Auto-Punch Adding Machines are available in any listing and totaling capacity from 10 to 14 columns, in narrow carriages for adding paper and forms up to 4¾" wide, or in wide carriages for forms up to 12" wide. Punched-tape can be adapted to any current model Monroe bookkeeping or full keyboard adding machine.

PRIVATE WATERMARKS

Guaranty Paper Co., 2344 Prospect Ave., Cleveland 15, Ohio, have perfected an inexpensive, high speed process which allows any company's trade mark, seal or other design to be watermarked on checks, letterheads, business forms, legal papers or any papers and light card stock. This private watermarking service ranges in price from $7 for 1000 sheets to $5 per M in 100M lots. Prices are for 16 and 20 lb. sulphite stock in sheet sizes ranging from 3" x 5" to 25" x 38". An additional charge of 10% is made for rag content paper and for weights above or below 16 and 20 lb. As many of the same or different watermarks may be placed upon a sheet as is reasonably required, either before or after the paper has been printed. Orders in any quantity can be filled in a few days by the above company or its franchised printers including R. O. H. Hill, Inc., 270 Lafayette St., New York; S. Novick & Son, 626 Broadway, New York; A. J. Schubert Co., 61 Beekman St., New York; Adcraft Printing Co., 1104 Prospect Ave., Cleveland; and Moderne Mail Service, 1540 St. Clair Ave., Celveland. Further information regarding availability of this service can be obtained from the above address.

TRANSITOR COMPUTER

International Business Machines Corp., 590 Madison Ave., New York 22, N. Y., makes the 608, a commercially-available transistorized computer with printed wiring circuits. Deliveries will begin early in 1956. Outstanding advantages of transistors in the computing section are that they are small in size, need little power to operate, are simple in construction and durable. A one-half reduction in computer-unit size and a 90% reduction in power requirements over a comparable vacuum tube model are effected. Transistors reduce heat in the same proportion as the reduction in power consumption. The capacity and speed of the 608 will enable it to tackle problems of greater size and complexity than those handled by the IBM 604 and 607 Calculators. The 608 can perform

4,500 additions a second. It can multiply two 9-digit numbers and come up with the 18-digit product in 11/1000 second. It can divide an 18-digit number by a 9-digit number and produce the 9-digit quotient in 13/1000 second. The calculating punch unit, used for both input and output, is designed to permit a card to be calculated and the results punched while it is passing through the machine at the rate of 155 per minute.

DOLLAR PENS

American Pencil Co., Dept. 0-4, Hoboken, N. J., makes the Pen Bar to promote the entire Venus $1 pen line using only 18 sq. in. of counter space. Printed in neon-like colors on white background, this Venus Pen Bar sells three different $1 pen styles. The Venus

Replaceable (a replaceable point fountain pen), the Venus Retractable Ballpoint Pen and the Venus Fully Hooded Pen that uses quick drying or regular inks. Quick positive identification of each pen style is made easy for the consumer with the use of color. The Venus Pen Bar is Deal No. 525-D and also offers extra profits for the dealer.

CHECKWRITERS

Safeguard Corp., Lansdale, Pa., announces that modern lines and chrome trim set the new Chek-Gard line apart from previous Safeguard check protection equipment. Industrial designer Harold Van Doren has designed the machines for high speed operation, reducing operator fatigue and the chance of human error to a minimum. The ruggedly constructed machines are lightweight and easily portable. When check amount is set on the keys of the Chek-Gard, it appears in a series of windows at the top of the keyboard for verification before check is printed. Checks are

automatically positioned for printing and alignment is controlled by turning a knob. Reinking can be done without mess or bother. Bringing the handle forward macerates the desired amount into the fibers of the check, indelibly imprinting it in a special ink. At the same time, payee name is also protected where required. Repeat and Clear operations are controlled by action of the handle return, with no separate keys to press. A two-year factory guarantee of trouble-free mechanical operation is issued to every original purchaser, as is a two year indemnity bond for $10,000 covering check alterations and forgery. Retail price for the eight-bank Chek-Gard is $127.50, including individual nameplate which prints company name on the amount line of each check. Other units available are six- and nine-bank stand-

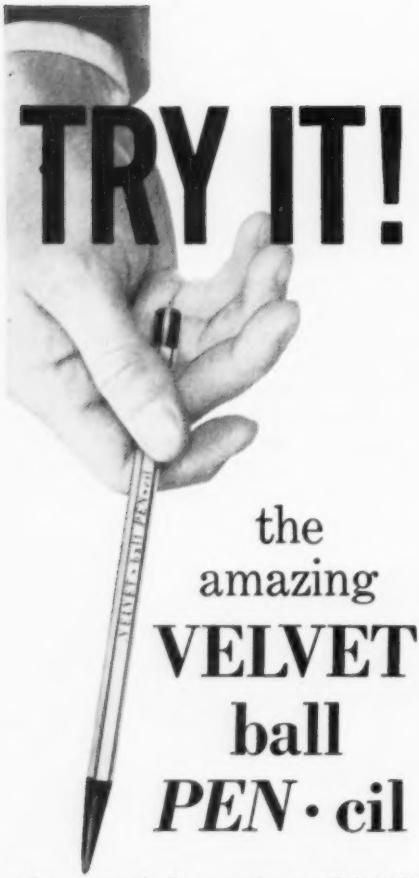
color change in three minutes

For the first time the unique B D C makes it easy and practical to use colors with an office mimeograph. The B D C design, eliminating the drum and ink pad, uses only a thin film of ink that can be cleaned completely in less than one minute. Re-ink with the second color, change the stencil and in less than 3 minutes the first copies of a two color job are stacking in the receiving tray. This is only one of the fabulous advantages of the B D C, the mimeograph that can never leak, that always keeps the operator clean, that is designed like a printing press and produces copies that are printing press quality. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

use the revolutionary mimeograph

$179.50 -FEI

BDC REX-ROTARY



the pencil that writes with INK

- combines best features of a pencil with best features of a ball-point pen
- light as a pencil because it's wood
- banker-approved permanent ink
- full-length brass cartridge writes enough to fill 18 stenographer's notebooks
- nothing to press, turn, fill
- fully-guaranteed

Handy dozen-pack for business and industry. Blue, red, black or green ink. $3. per dozen.

Order from your commercial stationer

For sample write on your company letterhead to Dept O-5

AMERICAN PENCIL CO., HOBOKEN, N. J.

ard models, keyboard designs, voucher front feed types, and a Checksigner. Complete information on the entire line from above address.

PORTABLE TYPEWRITERS

Metropolitan Typewriter Co., 18097 Sorrento Ave., Detroit 35, Mich., are exclusive U. S. distributors of Voss Portable Typewriters made by Voss Schreibmaschinenfabrik, Wuppertal, Western Germany. Two models are available. Model M-10 is a fully equipped standard carriage portable with carrying case. Model M-13 Business-Riter has a 13" carriage with carrying case optional because this model is designed for small office requirements for a lower priced quality machine. Both models have

Voss' Simplex keyset tabulation requiring no carriage travel for complete clearing, full size keyboard (88 characters), new typebar leverage and escapement for very light touch and uniform write, eliminating crowded letters due to uneven touch; double cast aluminum frame for long life, automatic keyset visible margins, left and right hand carriage release, two-color ribbon and stencil positions. left-hand variable spacer and separate rachet release lever, easily cleaned smooth enamel finish in choice of colors, choice of type faces and one-year warranty. Dealer inquiries invited.

SOF'TONE
ACOUSTICAL CABINETS
FOR ALL NOISY OFFICE MACHINES

KILLS OFFICE MACHINE NOISE AT ITS SOURCE!

NOISE DISPARITY

The loud noise of the machines in the photo using SOF'TONES has been reduced comparable to the sound level of the adding machines.

Best noise control is only possible by eliminating noise disparity.

Equalize your office sound level with SOF'TONE.

And SOF'TONE ACOUSTINETS absorb all harmful high frequency vibrations of noise . . . thus preventing numerous noise ills.

All SOF'TONES provide perfect indirect fluorescent lighting over the entire work area, lessening eye strain, reducing errors.

For more comfortable offices —use SOF'TONE — and enjoy better working conditions resulting in real dividends.

USER REACTION

The Upjohn Company, Philadelphia office, bought four SOF'TONES. Since then their other offices purchased 15 more. Typical reaction.

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Results guaranteed—Or You Do Not Pay!

Write today for details. Give machines, makes, models you use and measurements.

Gates ASSOCIATES

5 Commercial St., Rochester 14, N. Y.

Six Steps to GREATER EFFICIENCY in your office...

One of the tightest bottlenecks in even the most modern equipped duplicating department is the collating, assembling or gathering of duplicated sheets into sets. Now, with the new easy-to-operate Thomas Collator, one girl can do the work of five—faster, more accurately, and with a minimum amount of effort and confusion.

HERE'S HOW IT'S DONE!

1. She quickly loads as many as 10 pages.

2. Her foot releases pedal; sheets move out quickly.

3. Pages are always under inspection; blanks can't slip by.

4. Pages are collated; action starts for next set.

5. Releases pedal as she stacks. Elapsed time—five seconds.

6. Take this sixth step now! Just fill out and mail the attached coupon. We'll rush complete information on The Thomas Collator immediately . . . without any obligation on your part.

THOMAS COLLATORS, INC., Dept. B
50 Church St., New York 7, N. Y.

Please send me details on the Thomas Collator.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

Thomas Collators®

135 Sales and Service Offices from Coast to Coast

Dept. B., 50 Church Street
New York 7, N. Y.

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DUPLICATING PAPER

Groveton Papers Co., Groveton, N. H., offers a free portfolio of samples of Triad mimeograph and duplicator papers. The presentation indicates how the samples

demonstrate nine specific duplicating properties of Triad papers. Several testimonial letters are also reproduced together with pertinent information on Groveton Papers Co. Write above address for the free samples.

PRESENSITIZED PLATES

Davidson Corp., 29 Ryerson St., Brooklyn 5, N.Y., announces that a money-back guarantee is now being made on all three types of its presensitized plates.

A folder, published by Davidson and explaining the high quality of Davidson plates, offers a full refund with "no

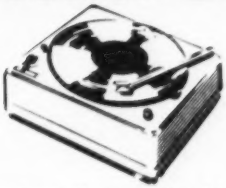
YOU BE THE JUDGE!

COMPARE THE ULTRA-MODERN

VOICE-MASTER

The system that has Pioneered and Perfected Modern Magnetic Dictation!

MAGNETIC DISC DICTATION



. . and you'll agree that it's years and years ahead in simplicity, efficiency and reliability!

- As easy to operate as a phonograph
- Magic-Discs are reusable thousands of times without reprocessing
- Take it anywhere—completely self-enclosed, weighs only 12 lbs.
- Automatic correction guarantees error-free dictation
- Full-range fidelity of reproduction
- A model for every application and budget from $165 to $325!

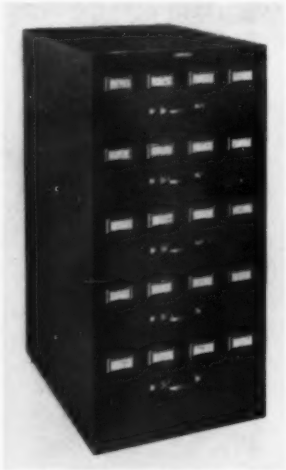
You be the JUDGE
phone, wire or write to:

MAGNETIC RECORDING INDUSTRIES
11 East 16th Street, New York 3, N.Y.
ALgonquin 5-7250

questions asked" on defective plates. Each plate is tailored specifically to the job it must do. The Duorite plate is a one-solution plate. A single solution desensitizes, developes and gums the plate. Presensitized plates covered by the guarantee are: Photorite, a paper plate designed for short runs and quick production at low cost; Duorite, a two-side-coated aluminum plate for economical long runs on jobs requiring close dimensional stability, and Perfectorite, a grained aluminum plate for long runs of the finest process, halftone and linework. The folder is free from above address.

MICROFILM FILE

Atlantic Microfilm Corp., 41 Union Sq. W., New York 3, N. Y., makes the Atlantic Microfilm File Cabinets for 16, 35 and 70 mm film. Model 15 is a 5-drawer cabinet 19" wide, 40" high and 26½" deep. Model 17 has 7 drawers and cabinet is 19" wide, 52" high and 26½" deep. Each drawer holds 100 rolls of 16 mm film or 68 rolls of 35 mm film. Drawer partitions separate film into 4 rows. Drawers mounted on progressive



ball bearing suspension slides for easy operation. There are four large label holders on drawer, one for each row of

"Paper Punches Every Office Needs!"

CLIX
3-HOLE PAPER PUNCH

Simplest, surest paper punch made. Punches all 3 holes for 3-ring binder sheets at a single squeeze. No adjustments to make, no gauges to set, no places to mark. Insert sheets and squeeze! Weighs less than 16 ounces; fits brief case or desk drawer. $3.75 list.

MODEL 3 . . Punches 3 holes ¼" dia., spaced 4¼" on centers, ¼" from back binding edge — standard spacing 11" x 8½" sheets.

CLIX
1-HOLE PAPER PUNCH

Personal paper punch for individuals, home, office and industry. Light pressure of thumb punches clean ¼" hole instantly in paper, light cardboard, etc. Ideal for punching tickets, tags, restaurant checks. 24 in counter display carton. 60 cent list.

MODEL 100 . . . Punches ¼" hole, ¼" from binding edge.

Clix PAPER PUNCH

Order from your Stationer or Office Supply Dealer

NEW ENGLAND PAPER PUNCH CO., NATICK, MASSACHUSETTS

WESTERN REP.—HARRY HENKEL ASSOC., 1355 MARKET ST., SAN FRANCISCO

No streaks!

—with FLAGSHIP

Streaks (rolle
perfect carbo
typewriters.

Now, with Flag
the easily prove

Roller marks are
erasability are *im*

And Flagship can
paper that will gi
results with "the li

Let us tell you more

FLAG
metallic ba
permanent
weights an

with fewer

ALLIED CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3404 So. Main, Los Angeles 7, Calif.

Cuts Typing Costs—

LETTEREX can cut your typing costs
whether your pretty girl payroll is
$1,000 or $1,000,000 — but
only if you order some!
TRY Letterex!

Write:

The LETTEREX CORPORATION

1640 Connecticut Avenue, Washington 9, D.C.

film. Made of best heavy grade furniture steel, electrically welded throughout for years of service. Hardware is aluminum. Model 15 is $99.75 or $117.50 with automatic Yale locking mechanism. Model 17 is $139.50; $158.50 with lock. Literature from above address.

PUNCHED CARD EQUIPMENT

Monarch Metal Products, Inc., 724 South Columbus Ave., Mount Vernon, N. Y., has just released a new catalog, No. 3R, which shows accessory equipment for the machine accounting department designed especially for use with Remington Rand punched card equipment. This 10-page catalog lists such

useful equipment as card punch desks, card tray trucks, sorting racks and stands, mobile card racks, tabulating storage cabinets, control panel cabinets, wiring accessories, etc. Machine accountants with Remington Rand installations can obtain a copy of this catalog by writing above address.

Big Numbers boost efficiency

FORCE Columbia

Automatically prints large, legible numbers on file folders, job tickets, time cards, etc., makes for easier reading, faster work. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog—*"How to Select a Numbering Machine."*

Specify FORCE for the Finest

WM. A. FORCE
& COMPANY, INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

"K-LINE" Self-Locking Posts
POLISHED ALUMINUM

EFFICIENT NON-CORROSIVE POSTS FOR PERMANENTLY BINDING RECORDS IN STORAGE BINDERS. VARIOUS LENGTHS AVAILABLE FOR 1/4" 5/16 & 3/8" HOLES. EXPANSION UP TO 7½ INCHES

Prices with full details on request.

W. R. KLINE CO.
1062 Stuyvesant Avenue Irvington 11, N. J.

So that's how you do it
—with A.W.FABER
ERASERSTIK!

The neatest trick a new Typist or Secretary can learn is the EraserStik habit.

You'll save yourself many bad moments of criticism if you make your erasures with EraserStik—clean and quick, without a ghost showing.

This white-polished beauty is encased in wood and shaped like a pencil. Easily sharpened by penknife or mechanical sharpener. With and without brush.

You'll turn out cleaner letters and win executive approval if you use EraserStik. Get some today.

*For best performance expose rubber point about 3/16".

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

COPYING MACHINE

Ozalid, Div. of General Aniline & Film Corp., 177 Ozaway, Johnson City, N. Y., makes the Streamliner 400, all purpose copying machine which will make direct copies in seconds, of translucent engineering drawings, records, reports, business forms, etc., up to 42" wide, at synchronized printing and developing speeds up to 24 ft. per minute. In the 400's printer section, an

electronic speed drive permits instant changes to any speed from 9" to 24 ft. per minute and a high-pressure, mercury vapor jacketed lamp and balanced cooling system provide uniform border-to-border print exposure. The dry-developing section features a jet-type atomizer which forces ammonia into the pressurized vapor tank, assuring uni-

MANAGEMENT SEMINARS
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Uses of Electronic Computers
Mechanization Other Subjects
H. A. WARNER
(formerly Technical Director of NOMA)
Box 19, Route 4 Elkridge 27, Maryland

form and complete development at any speed. Unique automatic controls regulate vapor circulation with machine speed, and a manually operated auxiliary control provides superb development of all types of sensitized materials. The Streamliner 400 will require a minimum of maintenance and servicing. All component parts can be easily removed in a few minutes when servicing is required. The outside of the cylinder can be cleaned in seconds simply by sliding out the tracing receiving tray and light shield. A folder describing the Streamliner 400 in detail may be obtained free from above address.

WOOD FURNITURE CATALOG

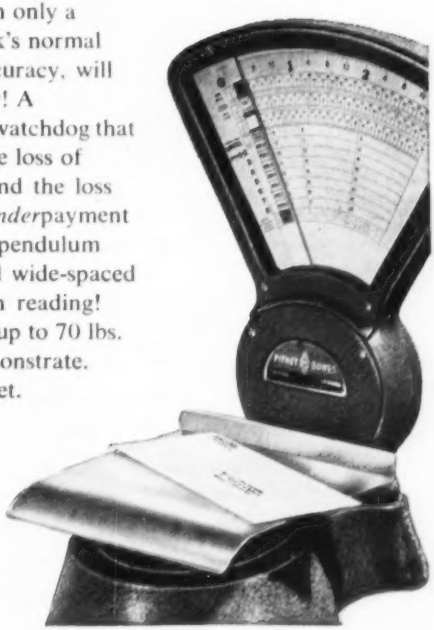
Worden Co., Holland, Mich., have published a new 24-page illustrated catalog showing their line of fine wood office furniture. Included are executive desks, tables, stands, bookcases, etc., in beautiful woods. Also there are functional

Watchdog . . . stops waste!

Postage, even in a small firm, is a sizeable item. The *over*paying of postage on only a dozen letters a day, through a clerk's normal eye error or a scale's hidden inaccuracy, will amount to nearly $100 a work year! A Pitney-Bowes precision scale is the watchdog that will prevent such waste. It stops the loss of postage through *over*payment . . . and the loss of customer good will through *under*payment with resulting "postage dues." Its pendulum mechanism, hairline indicator, and wide-spaced ounce markings eliminate errors in reading! Four models; one includes parcels up to 70 lbs.

Ask the nearest PB office to demonstrate. Or, write for free illustrated booklet.

FREE: *Handy wall chart of Postal Rates with parcel post map and zone finder.*



PITNEY-BOWES
Mailing Scales

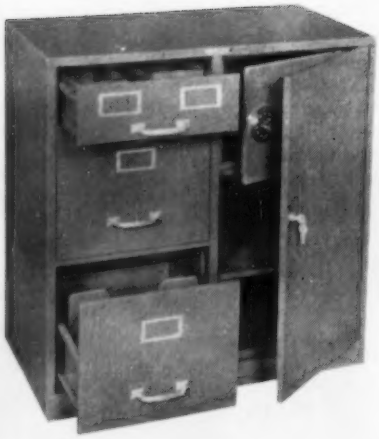
PITNEY-BOWES, INC.
3477 Walnut St., Stamford, Conn.

Originators of the postage meter . . . offices in 94 cities.

desks for secretaries, typists and clerks. Chairs include both all wood and upholstered models with and without swivels and arms. Matching settees and chairs in genuine leather have full spring constructions and are handsomely tailored. Each item is illustrated and specifications are listed. Features of Worden's Secre-Type typewriter desks are fully illustrated and described. Write above address for a free copy of this catalog.

FILE-STORAGE UNIT

Modern Steelcraft, Inc., Dept. 03, 230 Fifth Ave., New York 1, N. Y., makes the Criterion 2-Way Storage Cabinet and Vault. It has a double section index card drawer which accommodates 3" x 5" and 4" x 6" cards, and two letter size filing drawers. The card records can be a cross reference to the vertical file drawers. A numerical card file can control follow-up dates and an alphabetic card file provides pertinent reference information coordinated with the vertical file. All drawers have smooth ball



bearing roller action and positive spring compressors. Plunger locks are available on three filing drawers. The vault has an original Magic-Touch Safety Combination Lock and the additional

Here's Your Key to Work Simplification!

CHECK THOSE *not* USED IN YOUR OFFICE and ask for full information *Today:*

- ☐ **Evans** GATHERING RACKS for COLLATING, SORTING and other office use. Vertical or horizontal, in two widths and three sizes.
- ☐ **Evans** SPEEDY JOGGER to fit on end of horizontal Racks—to make collating even faster.
- ☐ **Evans** WALL-RACKS put otherwise unused wall space to work. Racks hold papers, catalogs, etc., within reach of all.
- ☐ **Evans** Finger-Tip DESK FILE is the one desk file that has EVERYTHING. For every busy desk.
- ☐ **Evans** TACKY-FINGER is a compound to moisten the finger tips to make the sorting of checks, handling papers, etc. much, much faster. In handy plastic box. **WRITE FOR FREE SAMPLE!**
- ☐ **Evans** CALCA-DIAL makes computing payrolls, etc. a simple job, instead of a headache.

For Complete Information on Any of the Above — Write:

EVANS SPECIALTY CO., INC., 403 N. Munford St., Richmond 20, Va.

"COPY CATS" TAKE HOURS

to do what Copyflex does . . . in minutes!

LOOK in almost any department of your company, and you'll find valuable personnel who are forced by paperwork to become "copy cats." Every day, in one case after another, they copy by hand the same original information from one departmental form to another. Every day, they take many valuable hours to do what Copyflex can do in *minutes* at far less cost, and without errors.

With the new Copyflex Model 100, basic information is written only once—departmental copies are mechanically reproduced from the original "action" paper. Letter-size copies are produced at less than 2c each. Copyflex one-writing systems can be tailored to any systematized paperwork in your firm, to speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. Valuable personnel are freed for other important work. Operations are better controlled. You save thousands of dollars in time and labor.

Copyflex machines are quiet, clean, odorless. They require only an electrical connection, can be operated by anyone. Mail coupon today!

Desk Top Model 100 Copyflex copies originals 11 inches wide by any length. Makes up to 300 copies of different letter-size originals per hour **$498.50**

Find how Copyflex can simplify and speed the following paperwork:

Purchase Requisitions	Accounting Reports
Receiving Reports	Payroll Records
Bills of Material	Invoices
Operating Sheets	Tax Returns
Production Orders	Sales Analyses
Shipping Notices	Inventory Records

Amazing New

BRUNING *Copyflex "100"*

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

Specialists in Copying Since 1897

Charles Bruning Company, Inc., Dept. 16W
4700 Montrose Ave., Chicago 41, Illinois

Please send me information on Copyflex process and new Model 100 machine.

Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

CHARLES BRUNING COMPANY, INCORPORATED • 4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

Important ANSWERS *to* QUESTIONS *About*

Rex Recorder

MAGNETIC *No-Needle* RECORDINGS *Plus* MIRACLE MAGIC ERASER

Q *Can overhead be cut with the REX RECORDER?*

A. **You can save from $300 to $1300 during the use of the machine**

Q *How does this saving happen?*

A. **REX RECORDER doesn't use any needle. The disc is never destroyed. Each disc is good for 10,000 uses. This gives you a definite hard cash savings.**

Q *You mean I do not have to have my recording discs re-surfaced?*

A. **That's correct. Simply slide the Magic Eraser over the disc and you are ready to dictate with a completely new surface. It's as easy as using a pencil eraser.**

Q *That sounds wonderful. I'd like to know how REX can be sold for so much less than other recorders?*

A. **It is simplicity of construction. REX RECORDER hasn't any cutting needle or turntable or feed screw. There isn't any belt to multiply power from motor to gear drive. REX costs only $265 per unit.**

Q *How does the tone value of the REX stand-up after 10,000 recordings?*

A. **As clear as the first recording. Because the REX does not use a cutting Jewel the discs never decrease in tone and quality. On other machines the Recording Head is expensive to replace. This is another hard cash savings with the REX RECORDER.**

Q *This all sounds very good—but do you have offices and service throughout the country?*

A. **Offices are in hundreds of important cities throughout the United States . . . and throughout the world. The true-beauty of the REX RECORDER is that it rarely needs any servicing.**

THE *Rex Recorder* *(No Needle)*

MAGNETIC DICTATING

See for yourself why REX RECORDER sales tripled in one year. Use this compact machine everywhere — it is small enough to take on business trips.

For complete information on how REX RECORDER CAN SAVE YOU MONEY drop us a card — without any obligation on your part —

Exclusive National Distributor

AMERICAN DICTATING MACHINE CO.
Est. 1923

Dept. T, 65 MADISON AVENUE, N. Y. 16, N. Y., MUrray Hill 4-3554

Yale lock on the outer storage door provides double protection. The shelf is adjustable. Finished in Steelcraft gray or green 350° baked-on enamel that will not crack or peel, with brushed aluminum handles and card holders. Made of heavy gauge furniture steel, electrically welded, the unit is 32½" high, 30½" wide and 17" deep; shipping weight 96 lbs.

TYPING DESK STABILIZER

Supply Div., Underwood Corp., 1 Park Ave., New York 16, N. Y., announces an adjustable desk stabilizer designed to eliminate vibration and improve typewritten work by changing a wobbly springboard into a firm platform. Of sturdy all metal construction, the stabilizer is easily installed by means of an automatic self-locking mechanism.

Readily adjustable, it extends from 17" to 31" and can be telescoped to fit into any desk drawer. The Underwood desk stabilizer is streamlined to add a smart appearance to any desk, old or new, and features an instant fingertip release, mar proof top bumper and floor base. Use of the stabilizer will reduce eyestrain caused by excessive vibration and help cut down the number of errors, such as piling of type and skipped spaces,

A NEW

SADDLE BACK

and a new method of making

LINE FIND STATEMENTS

"Slip Ease" the new Saddle Back Statement is a process where the double carbons are easily slipped out of the statement after usage.

The new Line Find Statement is a method of making this popular statement by lithographing, perforating, and attaching carbon in one continuous operation in sizes not over 8½" wide and 14½" long.

In addition to statements, as we run two shifts, we specialize in very fast delivery on short runs of all types of carbon-interleaved forms. We have no salesmen or sales offices, and we do not sell direct. Sold only through distributors and printers who should write on their letterhead for the new 1955 simplified 24-page priced catalog, "At Your Service."

We also manufacture forms on N.C.R. paper.

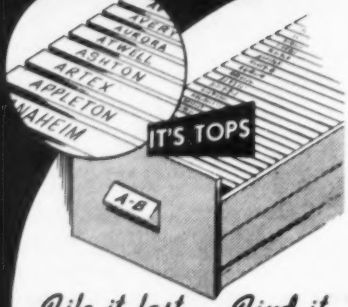
MODERN

BUSINESS FORMS MFG. CO.

308 EAST 8th STREET

CINCINNATI 2, OHIO

Now! A BRAND NEW FILING SYSTEM



File it fast . . Find it fast with TOPS

- NAMES ON TOP . . ALWAYS VISIBLE
- POCKETS INTERLOCK, ACCORDION-LIKE
- BIG, TRANSPARENT LABEL HOLDERS
- A PRECISION FILING SYSTEM THAT FITS EVERY NEED

FREE Sample Pocket and Illustrated Circular

Write on Company Letterhead to

FOTOTYPE

1416 Roscoe St., Chicago 13

THE ALL NEW

TYPE-RITE

PLATEN

PRECISION PERFORMANCE

100% GR-S RUBBER

SEND FOR OUR PRICE LIST

Serving The Trade Since 1925

TYPEWRITER EQUIPMENT CO., INC.

409 LaFayette St., N. Y. C. 3, N. Y.

while prolonging the life of the desk itself. The Underwood desk stabilizer retails for $4.95.

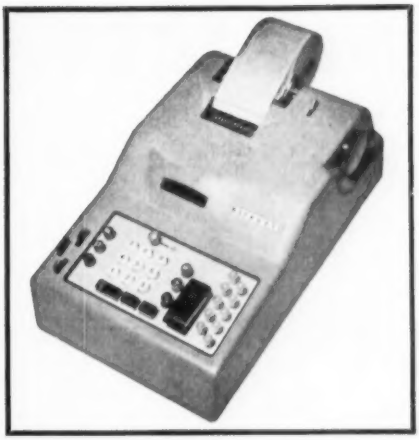
DESKS

Executive Furniture Co., 2800 Virginia St., Wichita Falls, Texas, makes the Exemplar Series of desks with solid walnut posts and bands, full 13/16" panels faced with matched quartered walnut veneers, full-finished all-walnut drawer interiors and choice of four attractive finishes: executive walnut, golden walnut, Sahara and frosted platinum. In addition, custom finishing is available.

All desks have one double file drawer and four box drawers of full depth, pencil tray, lock for all drawers, adjustable glides and adjustable ball bearing drawer suspension. The tapered leg design with heavy brass ferrule adds attractiveness. Created for use where many desks are required, Exemplar desks can be placed in space-saving layouts to suit individual needs. Illustrated is the Model 200-3 with double pedestal. Special top sizes and top materials can be furnished on request. Catalog of the complete line is free from above address.

TRANSLUCENT MASTERS

Bienfang Products Corp., Metuchen, N. J., makes Pata-Trace Translucent original papers for duplicate reproduction at savings in time and costs. Pata-Trace papers are used with Ozalid, Bruning and P&H diazo machines for direct copy whiteprinting which faithfully reproduces any drawing, graph, layout, typewritten copy, office forms, etc.,



Uniquely and completely automatic, the versatile Olivetti Printing Calculator automatically multiplies and divides, and is also a fast 10-key adding machine, with automatic credit balance and direct subtraction. Its tape provides permanent printed proof of all calculations, for fast, easy auditing.

The first printing calculator to have a separate multiplication keyboard, the Olivetti automatically multiplies without requiring the operator to position the multiplier; *all* mental counting is eliminated; fast short-cut multiplication is automatically used. It automatically divides without requiring the operator to count digits, for positioning; locating the decimal point is simple. Double and triple zero keys, and new discount key, add extra speed. Proven in 7 years of use, the Olivetti has a lower cost maintenance contract than any comparable machine. 20,000 are in use in the U.S.A., sold and serviced by branch offices and by 450 dealers, located in all 48 states.

Olivetti Corporation of America
Dept. EN, 580 Fifth Avenue
New York 36, N.Y.

Gentlemen: I'd like to know more about your Printing Calculator, that makes figure-work quick, easy and automatic. Without obligating me in any way, please let me have this information as soon as possible.

Name.....

Title.....

Company.....

Street.....

City..... State.....

HOW XEROGRAPHY SPEEDS PAPERWORK

America's Best Known Baby

cuts duplicating costs 33⅓% for Gerber Products Co.

Babies are big business at Gerber Products Co., Fremont, Michigan. Of the nearly 4,000,000 babies born last year in the United States, it is estimated that about 40% of them will be fed Gerber's Baby Foods.

It takes mountains of paperwork to keep Gerber's vast scope of operations functioning smoothly. A wide variety of forms including job cards, order receipts, expense account forms, machine drawings, production reports, traffic invoices, letters, bulletins, etc., are required.

The task of duplicating these forms in quantity, has been simplified and speeded, since Gerber installed XeroX® copying equipment to prepare paper masters in 3 minutes by xerography. These masters are used to run off multiple copies on an offset duplicator. Copies can be made from one or both sides of original material, by xerography, in enlarged, reduced or same size.

It is now possible with xerography to make up to 8 copies, including an offset paper master or translucent intermediate, from one xerographic image.

Original is copied onto paper master by xerography.

WRITE for proof of performance folders showing how Gerber and companies of all kinds, large and small, are cutting duplicating costs and speeding paperwork with xerography.

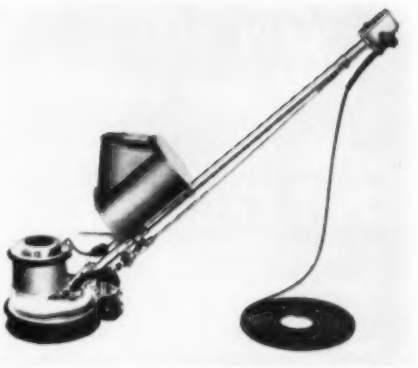
THE HALOID COMPANY
55-17X HALOID STREET, ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

PRODUCTS FOR XEROGRAPHY · THE HALOID CO. · ROCHESTER, N.Y. · XEROX ®

XEROGRAPHY
(ZE-ROG-RA-FEE)
The fastest, cheapest, most versatile way to make masters for duplicating

fast, clean and accurately. Original translucent masters retain their color, strength and transparency when filed for future use. Since printing speeds are determined by the clarity and thickness of the master, the Bienfang Pata-Trace line is complete in all paper weights including card. Free samples and literature from above address.

RUG SHAMPOO MACHINE



Kent Co., 852 Canal St., Rome, N. Y., makes an 11" offset-motor rug shampoo machine which features one-man operation, less furniture moving and closer edging for as rapid work as the conventional 15" machine with the advantage of lower initial cost. A 2-gal. solution tank is fastened to the adjustable-height handle. An inside screen keeps lint from the valve which gives a positive shut-off when tank is not in use. Basic machine unit weighs only 49 lbs. and one man can carry it up stairs or long distances. Smaller brush size and its 135 rpm speed allows the operator to get closer to mouldings with no splash. The lighter machine does not crush the rug pile as much. Offset motor design makes unit easier to maneuver. The ¼-hp motor is fully enclosed. Only two gears are used and sealed in a grease-bath chamber assuring positive lubrication to all moving parts. Detachable

DENOMINATOR Saves 50% Clerical Analysis Time on Production Inspection Reject Reports

Photo taken in Cost Dept., Becton, Dickinson & Co., Rutherford, N. J.

Becton, Dickinson & Co., manufacturers of high quality surgical instruments, take exceptional care in the production of their products. For example, inspection tickets—attached to all batches of glass syringe parts—list 20 possible reasons for rejection. Record of actual rejects is made as these tickets move with the work.

Weekly analysis of over 3000 reject tickets formerly required two operators—now only one operator is required, using a 20 unit *Denominator!*

What's your sort-and-count problem? For free illustrated brochure write Dept. O-53.

The DENOMINATOR COMPANY, Inc.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for 40 years

SAVE MONEY
TIME and LABOR
with
NEW ELECTRONIC HOT WAX PROCESS
SPOT CARBONIZING
OF YOUR OFFICE & BUSINESS
FORMS

SPOT CARB is applied directly to back of each sheet in any size or shape. Clean, non-smudge. Eliminates necessity of carbon interleaving. Possibilities of simplification and savings are practically unlimited. Perfect for all forms — from small receipts to large accounting forms — single or multiple sets. Our complete plant handles printing, spot carbonizing, binding. Contact us direct for details, or call your regular supplier. Ask for free SPOT CARB samples and booklet "How to save with SPOT CARB."

SPOT CARB

SPOT CARBON PRODUCTS
56 LAFAYETTE STREET, NEW YORK 13, N. Y.

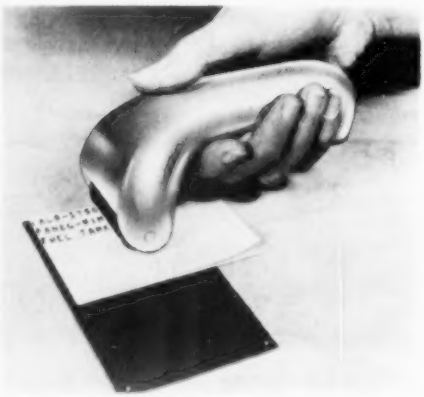
Send samples of SPOT CARB forms and free booklet "How to save with SPOT CARB"

FIRM .....
ADDRESS .....
SIGNED .....

handle is easily adjustable for various height operators and has automatic release safety switch. Machine can be used without solution for scrubbing and polishing floors.

ADDRESSER-WRITER

Dashew Business Machines, Inc., 5886-A Smiley Drive, Culver City, Calif., makes the Datawriter Jr., a pocket size machine which writes or addresses from metal plates on almost any kind of paper or duplicating master. The Dashaplate may vary in size from ½" x 1½" to 3" x 5". The impression can be in in any area or position on a form with no marginal limitations. Dashaplates are made of a specially alloyed aluminum



and come in nine different colors. Plates are highly corrosion resistant and may be used in the files without a holder, or may be attached to bins stored inside or even outside. Plates can be embossed on machines which will permit the plates to write through ribbons similar to those of other metal plate addressing machines. The plates may also be embossed with information of a reading type, which will permit the plates to write through forms without the use of an inked ribbon. The plates may be fastened to card files, bins or to other media such as desks and equipment, by means of an adhesive back, by stapling through the plate onto wood-

That's what *saving tons* of energy* every working day will do for your operators when they use the wonderfully new and effortless ADDO-X . . . thanks to Feather-matic Touch. All this, plus ADDO-X's exclusive Step-O-Matic Lever — that offers calculator performance at adding machine cost whenever multiplying.

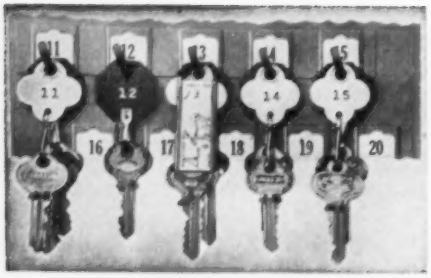
Write for new literature today! **Dept. O**

Tests show the amount of *additional energy* required to operate 4 other well-known comparable adding machines during an average 8 hour working day compared with ADDO-X.

Machine "A" required 2.5 *more* tons
Machine "B" required 4.0 *more* tons
Machine "C" required 5.0 *more* tons
Machine "D" required 7.7 *more* tons
**Finger load pounds converted to tons.*

ADDO MACHINE COMPANY, INC.
145 WEST 57TH STREET, NEW YORK 19, N.Y., CIRCLE 5-6940

WEST COAST BRANCH — WESTERN ADDO MACHINE CORP., 2971 BEVERLY BLVD.
LOS ANGELES, CALIFORNIA, TEL. DUNKIRK 5-2247



a key file alone, for instance . . .

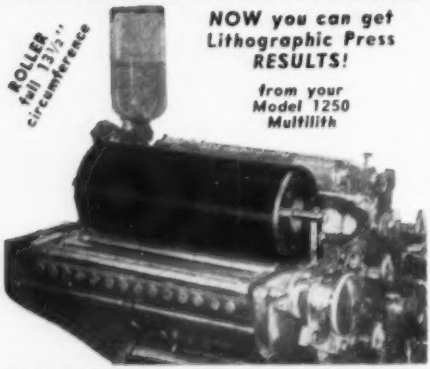
wouldn't give you effective key control. But a really "complete" TelKee System would, because only TelKee assures absolute control over all keys all of the time. It's convenient, profitable, easy to set up and operate. For full details, send for our FREE catalog No. O-18 today.

TELKEE

The **MOORE KEY CONTROL**® *Systems*

P. O. MOORE, INC. 300 FOURTH AVENUE, NEW YORK 10, N. Y.

Mammoth Ink Conversion Roller



Mammoth Rollers are machined to exacting tolerances with entire ink surface precision ground with copper ink surface. Ink adheres better and there is no chemical reaction caused by fountain solution as on other metal finish surfaces. With a Mammoth Roller, your Multilith can out-perform many presses three times its size. Simple to install in a few minutes.

Supreme Model $49.95 (Copper Inking Surface)
Check with order saves shipping charge of $1.95

EQUIPMENT DISTRIBUTOR AGENTS WANTED.

PEMBERTON PRINTING CO.
835 W. Olympic Blvd., Dept. O,
Los Angeles 15, Calif.

en or cardboard surfaces, or by using normal screws, and other methods of attaching to metal and wood. Complete information from above address.

LIST FINDER

Bates Mfg. Co., Orange, N.J., makes the Crusader automatic telephone List Finder which opens to the desired letter at the touch of a finger because of its single-action lever control. Entirely made of metal, it will hold 1600 names.

Each line can take an entire name and telephone number and there is even room for an address. There is an easy-to-read vertical index and it has ring binder action. Made in brown with gold trim, gray with silver trim, beige with burgundy trim, and black with gold trim; the Crusader retails at $3.25.

HEAVY DUTY RIBBONS

Buckeye Ribbon & Carbon Co., 7209 St. Clair Ave., Cleveland 3, Ohio, makes Plyon heavy duty ribbons for forms writing machines like billers, and Teletypes. Tests are said to prove that Plyon reduces ribbon costs on heavy duty applications by as much as 75%. This ribbon produces clear copies without perforating the original and reduces ribbon changing. Complete information on Plyon ribbons can be had free from above address.

1. Payroll Summary
2. Individual Earnings Record
3. Payroll Receipt

National's Multiple Posting Binder for Payroll . . .
Also Saves Time on Accounts Receivable and Payable

This new "3 in 1" binder assures "3 in 1" speed in payroll record-keeping. Each binder handles up to 35 employees and *one entry* takes care of Payroll Summary, Individual Earnings Record and Payroll Receipt. It's a real clerical time and money saver — minimizes copying errors, also. Yes, and the binder may be used for receivables and payables. Your own checks are good — no special checks are required. The cost of the binder complete with forms is low. Write for Folder MP-1 for full details.

FEATURES:

- 3 records in 1 writing.
- Not necessary to arrange forms in alignment on pegs as in other systems.
- Mechanism holds stock columnar pads for other types of systems requiring multiple writing . . . accounts receivable . . . accounts payable . . . analysis records.
- Compact . . . portable . . . easy to operate.
- No special checks required.

NATIONAL

Dealers Everywhere

NATIONAL BLANK BOOK COMPANY
HOLYOKE · MASSACHUSETTS

Yes sir!

1. cuts office costs

2. increases office efficiency

3. benefits employee and management alike

illus. actual size

Each day more & more companies switch to All-Rite INK PENCILS

All-Rite

INK PENCIL does all 3

The All-Rite Ink Pencil is 6¼ inches long. It has a king-size ink supply that outlasts 10 lead pencils.

HERE'S A FACT: Tests have proven that it costs $1.46 in office time to sharpen 1 five-cent lead pencil.

This All-Rite Ink Pencil *never* needs sharpening.

Thus, one All-Rite Ink Pencil can save $14.60 in sharpening time alone.

WHAT A CUT IN OFFICE COSTS!

Office supplies buyers for large corporations order All-Rite Ink Pencils by the gross. Smaller offices order by the dozen.

All-Rite Ink Pencils never fail to start *instantly* — write with clean, sharp lines — make fine carbons, without blurs. Employees like them because they write so easily. Bosses like them because they save employee-time.

Save time — save money — save tempers.

ORDER TODAY from your supplier

$3.00 per single dozen

We'll send you a free Ink Pencil if you send us the name of your stationer.

All-Rite Pen, Inc. • 241 Hudson Street • Hackensack, N. J.

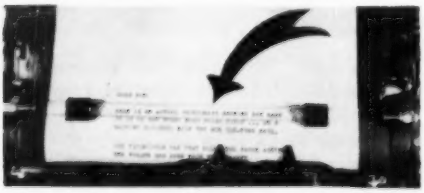
SHARPENER, TAPE DISPENSER

Fred Baumgarten, Dept. X4, Atlanta 6, Ga., announces the Combi, a combination pencil sharpener and pressure

sensitive tape dispenser. It sharpens pencils with a twist of the wrist and takes any small roll of tape up to ¾" in width. Complete information from above address.

TYPEWRITER BAIL

J. J. Kennedy Corp., 20 Henry St., Byram, Conn., makes the Marken transparent typewriter paper bail which can be installed in place of the solid metal paper-lock bar on most standard makes



of typewriters and gives typists crystal-clear visibility for straight typing, tabulations, copy writing, additions, etc. The Marken bail has been improved by double-reinforcing and the number scales are electro-chemically engraved. All old

Perfection

is the word for

Milwaukee's **METAL-LUX**

deluxe clerical posture chair

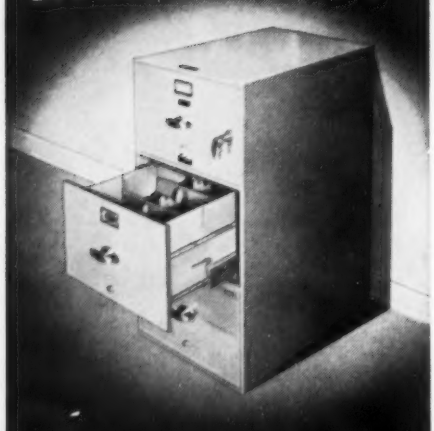
There is "executive distinction" in every line of this chair, from its foam rubber back-rest and Latex "Breathing Comfo-Cushion" seat to its streamlined swivel base. It has no equal for posture comfort and its good looks excel anything ever created in metal. Here is a chair which "belongs" where only the very best is desired. It's the chair that builds customer good-will for you. Write for complete details now . . . this perfection in posture can be the most profitable chair you've ever offered.

there is nothing finer in metal

MILWAUKEE METAL FURNITURE COMPANY

101 N. Campbell Ave., Chicago 12, Illinois

Are your files Incinerators?



Your uninsulated steel files, we mean. They're incinerators when a fire comes. That's one reason 43 out of 100 firms having a serious fire never reopen. Moral: Give your vital papers 24-hours-a-day, point-of-use fire protection in Hercules Multi-Lox insulated files carrying Underwriters' Laboratories labels. At your Meilink dealer or write Meilink Steel Safe Company, Toledo 6, Ohio.

with MEILINK SINCE 1899 it's for keeps

Most complete line of safes and insulated products

Meilink Steel Safe Co.
1672 Oakwood Ave., Toledo 6, Ohio

Please send me your folders on Meilink safes and Hercules insulated steel files.

Name _____

Company _____

Street _____ *Zone* _____

City _____ *State* _____

models produced by the former manufacturers are being recalled and replaced free of charge with the improved and guaranteed Marken bail. Catalog and price list of available bails can be obtained from above address.

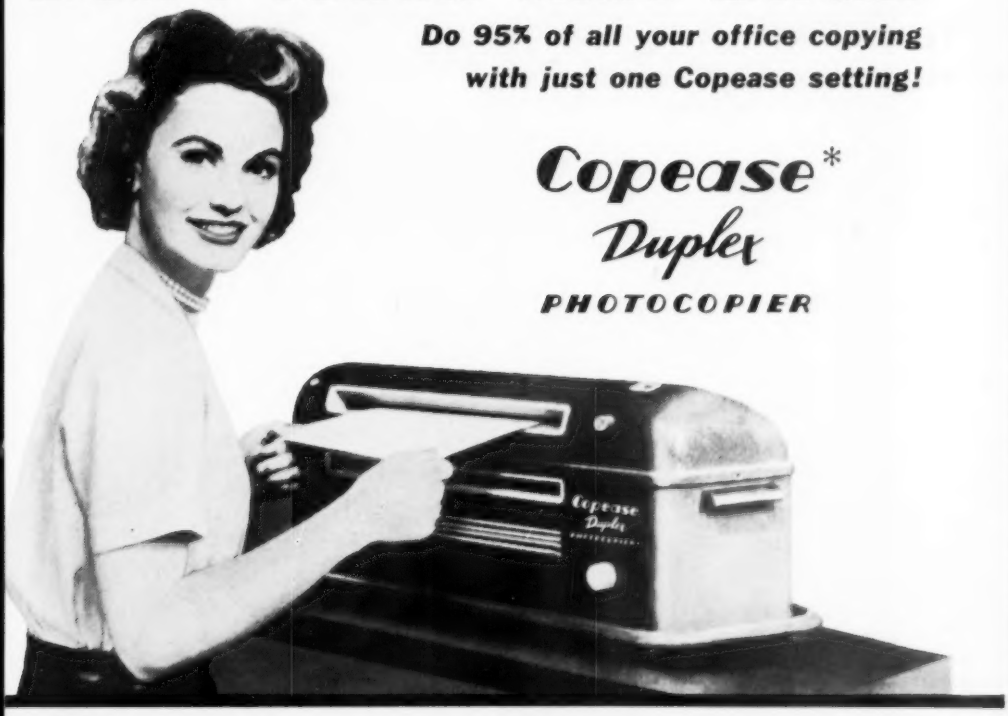
BALLPOINT PENCIL

Reliance Pencil Corp., Mount Vernon, N. Y., makers of Templar Duro Lead Pencils, introduces a ballpen that is constructed similar to a pencil for easier handling and greater economy. Called the Quillette, it features a full length ink cartridge inside a wood shaft. Ink is dry-writing, can't drip, blot or smudge, making it ideal for both personal and

office use. No refills are necessary because enough ink is supplied for months of smooth writing. Quillettes are only 19c each or $2.28 in the handy Office-Pak of one dozen. Ink colors are blue, red or green and the pencils are finished in attractive enamel colors of red, blue, green, yellow and gold. Quillettes are also available display carded, one dozen to a card, and individually carded, as well as imprinted at nominal cost. Further information from above address.

Don't touch that DIAL!

Do 95% of all your office copying with just one Copease setting!



Copease copies *everything*..Prove it with a FREE 3-DAY TRIAL

Copease copies *everything*, not just the easy ones. So easy to use that one setting of the exposure dial covers nearly all of your office copying. You get letter-perfect copies in seconds under any kind of light. Handy Lite-Visor† feature guards against extreme sunlight and low-hanging fluorescents.

Prove it to yourself. See how Copease turns out clear, white, dry, non-curling copies in seconds—*without any dial adjustment!* Our man installs Copease, instructs your personnel and then picks it up at the end of your office trial. No obligation. Send today.

†Patent appl. for *Trademark

Offices: New York, 270 Park Ave., PLaza 3-6692
Los Angeles, 3563 Wilshire Blvd., DUnkirk 5-2881
Distributors in Principal Cities Chicago, 201 N. Wells St., ANdover 3-6949

COPEASE CORPORATION
270 PARK AVENUE
NEW YORK 17, NEW YORK
BOX O-5

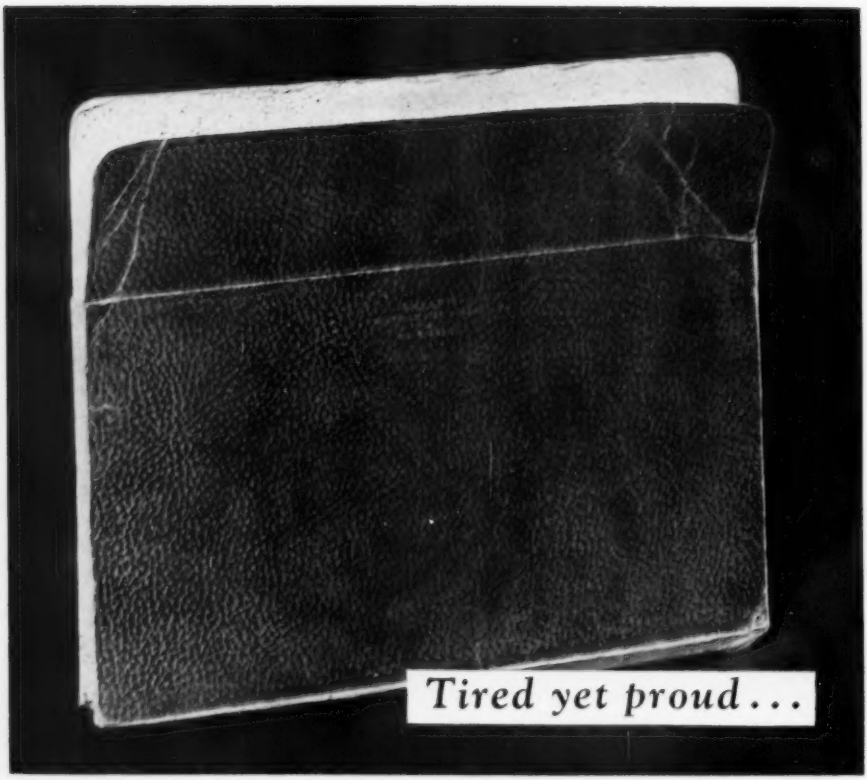
Gentlemen: I'd like to have a free 3-day trial of Copease with new Lite-Visor in my office. ☐

Please send free literature. ☐ (check one)

Name _____ Title _____

Firm Name _____ Address _____

City _____ State _____



My number is L-1514 C.* I was one of the first members of a new family to go out into the business world. In shape and size I was a twin to millions of my predecessors but there the similarity ended. I was given a new finish called . . . leather-like.

MUCH was expected of me. Not only did I have to present a better appearance than my predecessors but of more importance I had to wear much longer—repel ink, perspiration, moisture, grease, oil, dirt and finger marks. In warm and humid climates I was forbidden to run off on clothing.

During the years of 1952, 1953 and the early part of 1954, I was in constant use during office hours. I was in and out of the files, on desks, under the arm, and occasionally in transit. I was handled by secretaries, salesmen and the boss. I contained correspondence, specifications, contracts (worth millions of dollars), instructional manuals and on one occasion on a rainy night in 1953 a secretary used me as a carrying case for some personal purchases. *I worked hard at a cost of less than 15c per year.*

I have recently been called back to Smead's laboratory to have my record of accomplishment checked. I was told that I passed with all my color.

I am TIRED yet PROUD.

Write us on your business stationery for a sample. Smead Manufacturing Co., Inc., Hastings, Minnesota; Logan, Ohio.

*The above file and date of usage may be seen in the Smead office.

NEW YORK 17, NEW YORK
BOX O-5

Firm Name ..... Address .....

City ..... State .....

TYPE CLEANER

Michael Frumkin, 87-11 35th Ave., Jackson Heights, N. Y., offers the Typex type cleaning device which uses a roller containing an adhesive substance to pick up dirt, lint and caked ink from typewriter type. The Typex is guaranteed

to produce clear, clean typing when rolled over the type. Rollers are replaceable and hands remain clean because only the Typex handle is touched when cleaning type. Descriptive literature from above address.

SCHOOL FURNITURE

Brunswick-Balke-Collender Co., 623 S. Wabash, Chicago 5, Ill., offers a 44-page catalog which shows the complete Brunswick line of functional school furniture illustrated in actual colors. The catalog features many additions to the Brunswick line: a series of ten versatile, color-

FIRST manually operated folder with fully automatic feed!

Priced low enough for any office!

FOLDS 120 sheets per minute!

NEW, IMPROVED FULLY GUARANTEED!

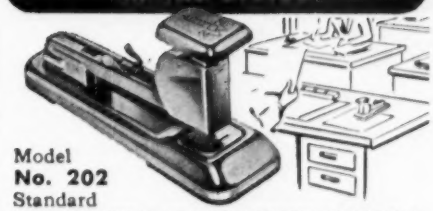
Fold-O-matic

DESK MODEL FOLDING MACHINE

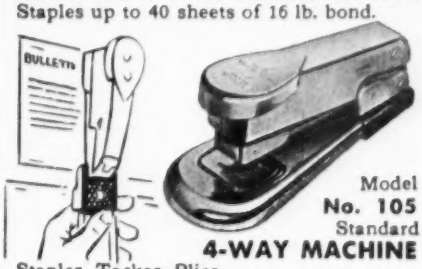
Write for complete Catalog of Duplicating Equipment and Supplies

Manufactured exclusively by PRINT-O-MATIC CO., INC. 724 W. Washington Blvd. Chicago 6, Ill.

ARROW GIVES YOU ALL-AROUND STAPLING PERFORMANCE IN THE OFFICE



Model
No. 202
Standard
HEAVY DUTY PRODUCTION STAPLER
Staples up to 40 sheets of 16 lb. bond.



Model
No. 105
Standard
4-WAY MACHINE
Stapler, Tacker, Plier,
Temporary-Permanent Stitch.

Model **No. P-98**
PLIER TYPE HAND STAPLER
Compact, portable for stapling papers at files and other hard-to-reach places.

FILL IN AND MAIL COUPON

Arrow Fastener Company, Inc., Dept. O
One Junius Street, Brooklyn 12, N. Y.
Please send literature on your office staplers
NAME .....
COMPANY .....
ADDRESS .....
CITY ..... **ZONE** ..... **STATE** .....

NOW!

Quickly, Easily, Effectively Destroy confidential papers, records in your own office!

NEW SHREDMASTER

Bantam 10

portable shredding machine designed especially for office use! Quiet, compact, streamlined!

Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

Priced well within the budget of all businesses - large or small.

FREE: Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

UNREADABLE SHREDS COME OUT HERE

The **SHREDMASTER** *Corporation*

A Division of Self Winding Clock Company, Inc.

Willoughby Avenue
Brooklyn 5, N. Y.

ful cabinets, colored fiberglass stacking chairs, a stacking desk, a teacher's desk and gymnasium seats. In an envelope inside the back cover are clear, detailed specifications for each unit in the catalog, plus postpaid inquiry cards.

ADDRESSING MACHINE

Nettle Mfg. Co., 27 Huntington Ave., Boston 16, Mass., announces that the new model No. 500 A-dress-R is equipped with automatic ribbon wind and reverse, an improvement that provides more uniform impressions and adds to the life of the ribbon. An adjustable end guide added to the side guide provides more accurate registration. List price is $98.50 plus $5.91 F.E.T. The Economy listing table is made of steel instead of

plywood and new portable steel storage cabinets round out a complete portable addressing machine system. Economy metal plates can be used thousands of times without wearing out. New plates can be secured quickly at any time via A-dress-R 48-hour mail order service. This company claims that two No. 500 models will outspeed one big machine, eliminate bottlenecks, save space and cut down investment. For full information and 10-day free trial offer, write for Circular E.

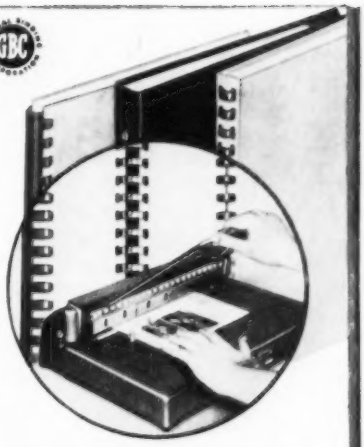
OFFSET PRESS WASH

Magnet Litho Supply Corp., 262 Mott St., New York 12, N. Y., makes Scata-1-Step Roller and Blanket Wash which picks up all moisture from rollers and blankets as it cleans. This moisture

NOW..you can

PLASTIC BIND *and* LOOSE-LEAF BIND

catalogs — reports
manuals — presentations
all types of literature



Same machine punches sheets for both GBC Plastic and entirely new Metal Loose Leaf Bindings.

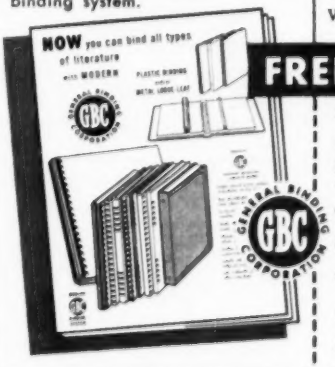
RIGHT IN YOUR OWN OFFICE

YOU SHOULD HAVE THESE IMPORTANT FACTS!

Handsomely illustrated in four colors this just-off-the-press brochure shows how the new multiple ring GBC Metal Loose-Leaf and Cerlox Plastic Bindings are combined into one superb universal binding system.

...and save money, too!

Improve all your literature...guarantee maximum attention and action for every message...add prestige, utility, color. Pages lie flat, turn easily, can be interchanged between GBC Metal Loose Leaf and Plastic Bindings. Efficient GBC machines cost no more than a standard typewriter. Anyone can operate.



FREE—Send for this illustrated brochure—TODAY!

General Binding Corporation
Dept. OM-5 812 West Belmont Avenue, Chicago 14,

Please rush me my FREE copy of the new brochure "Now you can bind all types of literature..." I understand there is no obligation.

Name_____

Organization_____

Address_____

City_____ Zone_____ State_____

MANUFACTURERS OF DURALUMINUM
MANY STYLES
HOLDERS
FOR HANDWRITTEN SNAPOUT FORMS
SAUNDERS MFG. CO., INC.
P. O. BOX 243
WINTHROP, MAINE

TYPEX
The Miracle type-cleaner
GONE FOREVER are the messy, dirty, old fashioned brush and solvent that smears fingers, or gums which must be kneaded before using.
Now you can offer your customers the new "Typex", the modern type cleaning device, with interchangeable adhesive refills. Keeps type sparkling clean. Works fast. Write for free folder at once.
MICHAEL FRUMKIN
87-11 35 Ave., Jackson Heights, N. Y.

PRINTERS — DEALERS — AGENTS
Offer your customers the best in custom made carbon interleaved business forms and second sheets. Also W-2 Forms and Envelopes — Bills of Lading — Purchase Orders — Voucher Checks — Repli Memos — Salesmen's Contact Reports ready for imprinting.
For complete information, write, wire, or phone 139 Howell Street, Dallas. Phone RIverside 5816.
ROGERSNAP
TRADE MARK
BUSINESS FORMS

is chemically and permanently absorbed by emulsification into the solution, it cannot drop out to be redeposited on rollers. The drying effect maintains perfect ink and water balance on the press. Scata-1-Step cleans blankets and rollers in one application without going over and over with sponges, rags, solutions, rinses on hard, dried, stubborn spots. Go from dark ink to light tints in half the usual time. Magnet also claims that this solution "restores life and springiness to the rubber, prevents glaze, and its preservative ingredients lengthen the life of rollers and blankets." It is non-explosive and non-toxic, harmless to skin and hands. In quart dispensing cans with spouts, gallons, 5-gals. and drums. Literature from above address.

STENO POSTURE CHAIR

Precision Mfg. Co., 831 Chicago Ave., Evanston, Ill., makes a Posture Swivel Chair with a tubular steel frame and resilient plastic webbing which provides

ventilated seating comfort. Chair's back is adjustable to four positions and seat is adjustable in two ways. Seng tilt mechanism gives spring action. Equipped with 2"-diameter double row ball bearing casters, hooded to protect shoes. The

Swift is the **practical** adding machine for **anybody—everywhere.** It weighs only **6½ lbs.**—adds and multiplies up to 10,000,000, has visible dials, two-color ribbon and large, readable type.

Swift is a pace-maker and peace-maker in office, store, home—**anywhere.** Speedy—saves hours of figuring. Incontestable—saves errors, arguments—and money.

Swift also has a smart zippered carrying case. Take it home, in cars, on trains or planes. Swift is a **traveling office!**

Small retail stores, doctors, lawyers, traveling salesmen and housewives find the Swift Adding Machine an indispensable and economical aid to daily living. You will, too!

At better Office Machine Dealers everywhere
or write for information TODAY

***SWIFT* BUSINESS MACHINES CORP.**
Great Barrington, Massachusetts

QUICK RELIEF

FOR OVERLOADED SWITCHBOARDS IN OFFICES and PLANTS
PLUS
EMERGENCY SERVICE

WHEELER
SOUND POWERED
Electric
TELEPHONES

- No Batteries
- No Outside Power
- No Maintenance

Write for folder.

the WHEELER INSULATED WIRE COMPANY, INC.
Division of The Sperry Corporation
1106 East Aurora Street, Waterbury 20, Connecticut
In Canada: Sperry Gyroscope, Ottawa Ltd., Ottawa
3WH55D

amfile FILE FOLDERS OF QUALITY

177 different styles and colors for every filing need. Letter, Legal and invoice sizes.

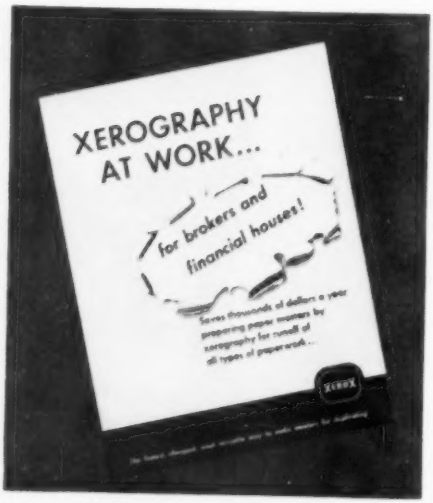
Single or double tops.
All top corners rounded.
Manila comes in 8, 9½, 11, 14 and 17 pt. Fibre in 11 pt. Kraft in 8 and 11 pt. Pressboard in 2 grades. Colored folders. Packed 100 to a box, 500 to a carton.

Get at Dealers or write for Circular
AMBERG FILE & INDEX CO.
Filing Specialties since 1868
1601 Duane Blvd., Kankakee, Ill.

back is 10" x 14½" and the seat is 17" deep by 18" wide. Base is anodized aluminum. This type of chair is receiving wider acceptance because of its comfort and low price. Additional information from above address.

DUPLICATING PROCEDURES

Haloid Co., 55-17X Haloid St., Rochester 3, N. Y., have published a 20-page illustrated booklet, "Xerography at Work for Brokers and Financial Houses," which describes duplicating procedures used by several firms: Bache



& Co.; Blyth & Co.; First Boston Corp., New York Stock Exchange; Penington, Colket & Co.; Reynolds & Co.; Salomon Bros. & Hutzler, and the San Francisco Stock Exchange. Forms are illustrated and annual savings are shown. A free copy of this booklet can be had from above address.

FORMS CATALOG

Consolidated Business Systems, Inc., 30 Vesey St., New York 7, N. Y., manufacturers of business forms, offers a new 12-page catalog showing the complete Redifixt line of snap-apart forms, one-time carbon sets, continuous and marginally punched forms. All the various

styles are illustrated and there are complete lists of sizes and prices. Catalog C is free from above address.

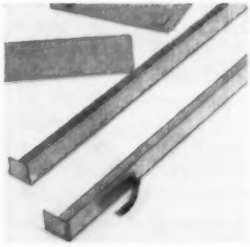
STENCIL SIGNATURES

A. B. Dick Co., Dept. O-455, 5700 Touhy Ave., Chicago 31, Ill., advises executives, who frequently sign mimeograph stencils, to obtain an entire stencil sheet of their own signatures from a mimeograph products supplier. Each signature only costs a few cents. With a supply on hand, any secretary can use signatures as needed. She simply cuts one from the sheet and patches it into the stencil to be mimeographed. The technique is a big help to your secretary when you can't be reached. It will also save you the trouble of writing on stencils as they come across your desk.

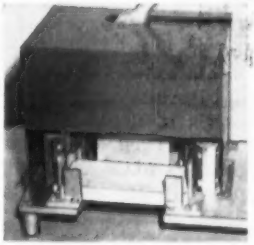
SELF-GUIDE for TAB CARD FILING

PATENTED

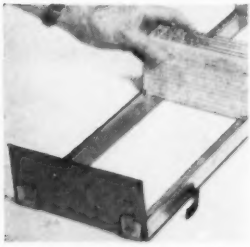
1. Without **SELF-GUIDE**, the average tabulating card tray looks like this.



2. **SELF-GUIDE** is comprised of but four simple, easily installed parts.



3. To notch cards for **SELF-GUIDE**, this corner cutter is used.



4. As the notched tab cards drop below the rails, the un-notched tab cards spring up.

5. All of the tab cards snugly fit the tray, with the guides evenly and easily visible.

6. Converted to **SELF-GUIDE**, this tab card tray has come alive!

Easily installed

SELF-GUIDE

speeds tab card reference! At-a-glance selection saves time and filing costs, and increases efficiency!

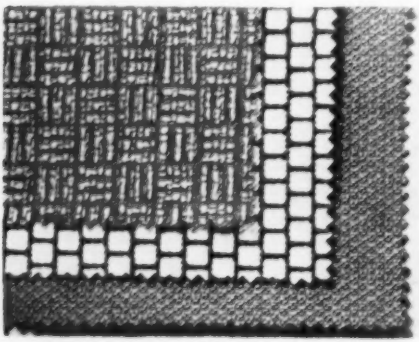
Send **NOW** for **FREE** details!

WASSELL ORGANIZATION, INC.
WESTPORT, CONNECTICUT

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

UPHOLSTERY MATERIAL

United States Rubber Co., 1230 Sixth Ave., New York 20, N. Y., makes Breathable Naugahyde upholstery material in four patterns: Oriental, made

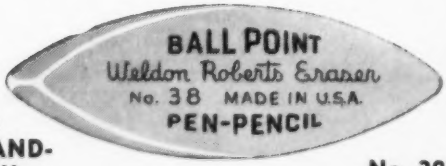


in 10 colors, Quadrille in 12 colors, and Sequin in 12 colors. These are 53" wide. A striped pattern, Cordex, in seven two-toned combinations and in three solid colors, is 54" wide. The material combines the breathable features of fabric with the durability and resistance to soiling of vinyl. Complete information from above address.

GUMMED TAPE DISPENSER

Lipton Mfg. Co., 52 W. Houston St., New York 12, N. Y., makes the Seal-O-Matic Senior 3" automatic gummed tape dispenser which will automatically dispense, moisten, measure and cut gummed tape in lengths adjustable from 2½" to 36" in one stroke. The easy-to-set feed stop and visual measuring scale on the front of the machine reduce to seconds the time required to set the exact length required. Changes in construction have left this model with about half the number of parts in machines of this class. Jamming of tape is impossible. The Senior model is completely enclosed except for small viewing windows in the rear sidewalls. It is a compact unit which takes up little

Wee Bonny Blessing!



The BRAND-NEW Weldon Roberts Eraser No. 38 BALL POINT

Cleanly Erases All Writing of Ball Point Pens and Pencils

Get acquainted immediately with this new, sensational, time-saving eraser!

Made by the world's foremost eraser experts, of specially-textured rubber, for clean erasures of all ball-point ink and ball point lead. Attractively green-colored. Handy elliptical shape.

Ask your dealer for demonstration and prices NOW!

WELDON ROBERTS RUBBER CO.
365 Sixth Avenue, Newark 7, N. J.
World's Foremost Eraser Specialists

NOW DELIVERING

the first
truly automatic
electric
duplicator

THE FINEST IN AUTOMATIC ELECTRIC DUPLICATING . . .

THE MOST SIMPLE DUPLICATOR OPERATION KNOWN—All you do is *push the button*—and the Conqueror Spirit of '76 starts printing. Copies come out at a steady rate of 110 per minute, *automatically*. Last sheet through turns off feed and motor.

THE MOST UNIFORM COPIES OBTAINABLE—Model 76 operates at steady, best impression speed . . . copies come out *cleaner, sharper* than possible with manually operated duplicators.

THE LONGEST RUNS IN THE FIELD—Because the operator is freed from manual effort it is now possible to operate calibrated pressure and fluid controls while copies run. Starting at the lowest pressure and light fluid settings, and watching copies during run, you can gradually increase pressure and fluid as necessary . . . *thus achieving maximum copy runs.*

COMPLETE ELIMINATION OF EFFORT—Now, with the Conqueror Electric Spirit of '76 you get *complete freedom* from manual effort! All you do is prepare the master, attach to cylinder, push the button and away you go! While copies run you can go on to other tasks . . . and the last sheet through shuts off both feed and motor —*automatically!*

the Heyer
CONQUEROR
SPIRIT OF '76

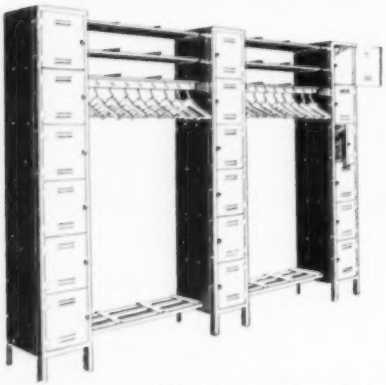
MODEL 76 SPIRIT
DUPLICATOR

THE Heyer CORPORATION
1821 S. KOSTNER AVE.
CHICAGO 23, ILLINOIS

The OFFICE VALET
T. M. REG.

LOCKERETTE

—COMBINES THE BEST FEATURES OF BOTH LOCKERS AND COAT RACKS



Wraps are exposed to air and light. Employees do not face the weather in damp wraps that have been crumpled in dark lockers — do not eat soggy lunches, soaked by wet hats or gloves. Each person has his own spaced coat hanger, ventilated hat shelf and 12" x 12" x 15" deep lock box for lunches, tools and personal effects.

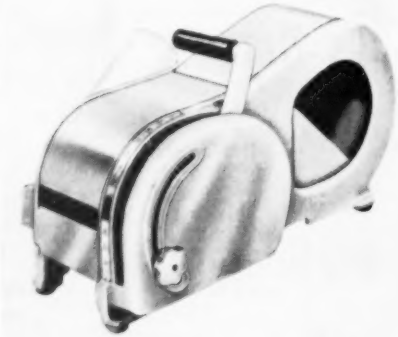
Lockerettes save space too . . . the No. 6-12 (2 column) accommodates 12 people in 6 feet; the No. 9-18 (illustrated) accommodates 18 in 9 feet.

More salable because they keep wraps "in press."

Improves health and morale — lowers absenteeism.

WRITE FOR BULLETIN OL-10

space and can be moved readily. Operation is further simplified by a self-adjusting moistening device with two heavy duty 100% pure bristle brushes



and a large reservoir with visual level. All parts in contact with water are described as fully rustproof, made either of aluminum or brass. Lists at $39.98, f.o.b. factory, Bridgeport, Conn.

STATIONERY DISPLAY

Millers Falls Paper Co., Millers Falls, Mass., has a new animated, point-of-sale counter display to promote its Eze-

rase line of Typewriting Papers in stationery stores. The display features both 100-Sheet Packets and 500-Sheet

SUPPLIERS OF EXPERTLY CONSTRUCTED

SILK FABRICS

AND

NYLON FABRICS

FOR MANUFACTURERS OF
QUALITY TYPEWRITER RIBBONS

BOMONT, INC.

21 WEST STREET, NEW YORK 6, N. Y.

TELEPHONE HANOVER 2-5425

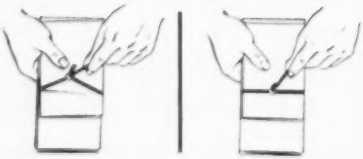
Special offer to offices with adolescents and playful Jr. execs

It comes to our attention that firms afflicted with the above are not big buyers of Schlegel Pull Fasteners.

These office pests prefer rubber bands. Pull Fasteners are worthless for stinging secretaries and launching small missiles. Pull Fasteners are strictly business . . . for holding letters, legal papers, maps, plans, drawings—anything important—together *safely*.

You simply slip the loop around the pack, draw one end of the tough tape 'til the noose is snug. A washer holds the loop tight until you pull the other tape end to loosen. P.F.'s do not crimp or tear edges—won't rot, never seem to wear out. They cost almost nothing, come in 14 sizes. Mail your order today.

How Schlegel Pull Fasteners Work



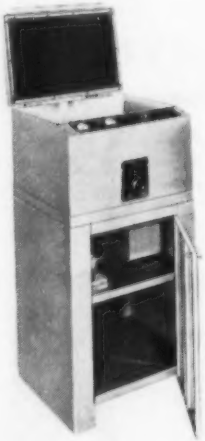
Schlegel MANUFACTURING COMPANY Rochester 7, N. Y. Oakville, Ont., Can.

Industrial Textiles Since 1885
"Complete engineering service against weather"

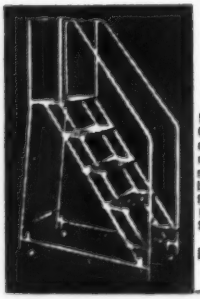
Boxes in a convenient holder at its base. The hand, which holds a pencil, moves back and forth to emphasize the erasing qualities of the paper. Setup instructions on the back of the display outline its use as the feature focal point for an attention-getting window display with suggested tie-in merchandise.

OFFSET PLATEMAKER

NuArc Co., Dept. OF-200, 824 S. Western Ave., Chicago 12, Ill., offers the Rapid Printer RP-13, smallest genuine



carbon arc lamp. It delivers top quality work on a par with large equipment. This completely enclosed carbon arc lamp and vacuum printing frame includes a blower system to dispel fumes and



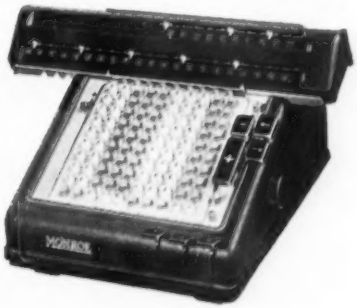
COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults. Strong—Easy to Move, Easy to Climb.
Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 7 heights—3 widths. Send for Circular 53-O and prices.
I. D. COTTERMAN, Mfr.
4535 N. Ravenswood Ave.
Chicago 40, Ill.

MONROE CALCULATORS

Rebuilt *and* Rough

For the very best in both rebuilt and rough Monroe Calculators, there are many advantages in dealing with Calculator Equipment Corporation. It is the only outlet directly authorized by Monroe to distribute its equipment of this kind in foreign countries.

Every rebuilt machine offered by Calculator Equipment has been expertly reconditioned by highly trained mechanics with genuine factory-made parts, and is in excellent operating condition. If you prefer to have rough Monroes to finish yourself, you can depend on Calculator Equipment to furnish them *complete* and of finest quality.



All rebuilt and rough Monroe Calculators sold by Calculator Equipment Corporation are priced attractively so that you can make a fast turnover . . . with good profits.

CALCULATOR EQUIPMENT CORPORATION

556 Central Avenue, Orange, New Jersey, U. S. A.

Please send information about rebuilt and rough Monroe Calculators, also price list.

COMPANY.....

BY.....

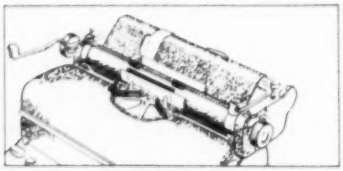
ADDRESS.....

CITY AND COUNTRY.....

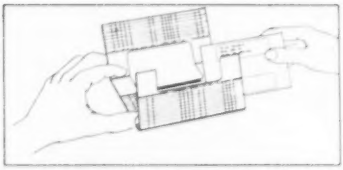
A completely NEW SYSTEM of spirit process addressing!

with the new
MODEL 90

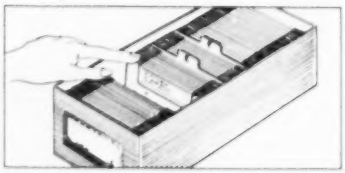
Master Addresser



Type Master Address Slip on your own typewriter. Address Slip printing area holds 5 typewritten lines 3 inches long. Each Address Slip will reprint up to 50 times over a period of years. (Note: if you use your Address List once a month, you will probably re-type after three or four years.)



Insert prepared Address Slip into the three-fold Holder-Card easily and quickly. When names or addresses must be changed, new Address Slips are prepared and inserted into the same Holder Card.



Address File Cards come in a sturdy file box which can be used for storage. They are designed to fit standard 3" x 5" card trays. Holder-Cards are so designed as to separate naturally, affording many of the advantages of a visible file.

Each three-fold Holder-Card has approximately the same record keeping area as a 5" x 7" file card. Holder-Cards are available plain, printed with a stock record form, or may be printed to your specifications.

LOW COST MECHANICAL ADDRESSING — Prints from inexpensive PAPER ADDRESS SLIPS which you prepare in your own office on a standard typewriter. Type the address once, the paper slip will print it on envelopes, statements, etc.—up to 50 times over a period of years.

EASY FILING AND SORTING—Each prepared Address Slip is inserted in a MASTER HOLDER-CARD for handling and filing. These cards fit standard 3" x 5" card trays. Natural separation prevents smudging, makes captions easy to read. Offers many of the advantages of a visible file.

EXCLUSIVE! ONE FILE INSTEAD OF TWO—In addition to re-inforcing the master for handling and filing, the folded HOLDER-CARD can also be used for keeping any record desired. In typical applications, a mail order concern keeps its entire sales record on the address card; an automobile dealer uses the card for a service record; a national advertiser records inquiries forwarded to dealers; a church records contributions. Address printing medium and records are combined *in the same piece in the same file* for added utility!

EASY LIST MAINTENANCE—To change an address, just type the address on the opposite edge of the address slip. Then re-insert it in the same HOLDER-CARD. Total expenditure —3/10 of 1c for the little slip of carbon used!

AUTOMATIC CARD FEEDING For printing, address cards are stacked in the hopper of the machine. Successive cards are fed into printing position *automatically* with each pull of the handle. Average printing speed, 800 to 1000 per hour.
Each address can be read before printing, skipped or held for repeat addressing. After printing, cards stack in the same order for replacement in the file. Tabbed index guides can be run through the machine, and need not be separated from the file.

WRITE FOR COMPLETE INFORMATION . . .

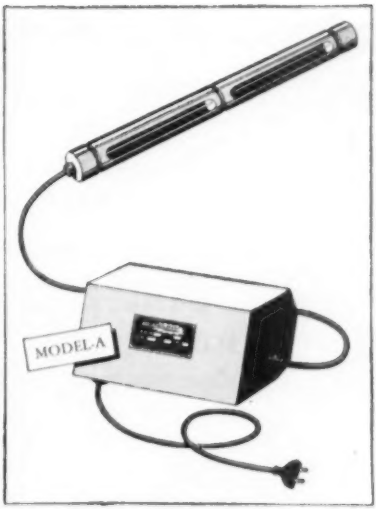
MASTER ADDRESSER CO.

6500—0 West Lake Street
Minneapolis 16, Minnesota

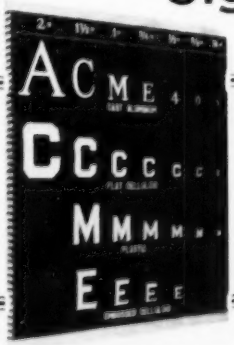
filter objectionable odors. Blanket size of 13" x 18" and handles plates up to 12" x 16". Low initial cost plus minimum maintenance makes this unit an asset to offices interested in making their own plates. Presensitized plates can be made in about half the usual time.

STATIC ELIMINATOR

Portland Co., 72 Fore St., Portland 6, Me., makes the low-cost Chapman Static Eliminator, especially designed for Multilith and Davidson offset duplicators. The ¾"-diameter inductor bar and 4" x 4" x 6" power unit which operates on 110-volt AC can be attached to the duplicator in a few minutes. Inductor bar emits a constant field of ionized air from which paper stock selects the quantity of positive or negative charge necessary to neutralize itself. This permits fast, aligned jogging at maximum speeds and reduces paper waste and time lost due to static. The equipment is safe, operating at a maximum of 10 milliamperes, and does not emit any harmful rays or gases. Descriptive literature from above address.



ACME CHANGEABLE Signs



are FUNCTIONAL, VERSATILE and BEAUTIFUL . . .

Made in all styles and sizes, for every purpose, they never become obsolete. Anyone can keep them up-to-date. Write for catalog and prices.

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The Handiest Gadget

precision pencil sharpener and tape dispenser "COMBI"

A new idea in a desk accessory for OFFICE or HOME.

Any small roll of tape will fit into the base (up to ¾" width).

A most practical combination for EVERY DESK—a perfect point with a twist of the wrist. Ask your stationer, or write to

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MAY SWEEP THE NATION—*BUT!*

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See you at the NOMDA CONVENTION in Denver

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CHECK FILE

Mayfair Co., 315 N. DesPlaines St., Chicago 6, Ill., makes the Mayfair Personal Bank Check File which is of steel and 7¼" x 7¼" x 3¾". It has a follower block, lid attached with piano hinge, complete set of 12 tabbed guides for each month, and a strong catch-lock and key. Finished in baked enamel in choice of gray, green or brown. Designed for filing canceled checks at home or in the office, it makes it easier to tabulate expenses for tax returns. Retails at $3.98.

OFFSET APPLICATIONS

Colitho Div., Columbia Ribbon & Carbon Mfg., Co., 955 Herb Hill Road, Glen Cove, N.Y., has expanded its Colitho Application Idea Folio to include 18 additional application idea sheets. The

sheets are grouped in six general appli-

and here's why:

- models with or without direct subtraction available
- revolutionary years-ahead styling
- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 409-B King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lion, Box 207, Bergen, Norway.

REGNA CASH REGISTERS, INC.
175 Fifth Avenue
New York 10, N. Y.

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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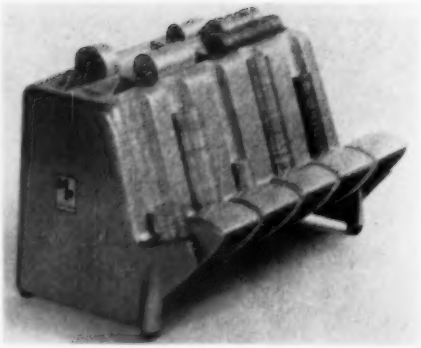
Address _____

City _____ Zone _____ State _____

sheets are grouped in six general application categories which are divided by convenient file separators appropriately labelled: buying, converting, selling, accounting, institution-government, and miscellaneous applications. Each Application Idea Sheet gives basic information and forms design of one Colitho product application taken from an actual case history. The idea sheets are designed to stimulate and aid executive thinking on paperwork simplification through the use of Colitho Offset Paper Plates. The Folio is free from above address.

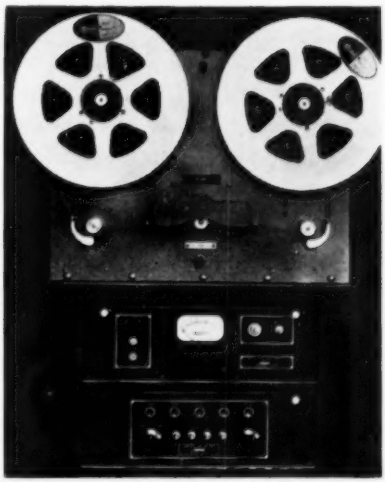


COIN CHANGER

Metal Products Engineering, Inc., 4000 Long Beach Ave., Los Angeles 58, Calif., makes the MP Bantam Coin Changer which is small in size, weighs only 8 lbs. and is easily stored away at the end of the day's transactions. The non-removal top section holds a full roll of pennies, nickels, dimes, quarters, half-dollars and silver dollars, rolled or loose. Overall capacity is $125. Designed for use wherever space is at a premium. Made of sturdy aluminum with a gray hammertone finish that blends with any interior. Four rubber feet protect counter surfaces. This changer offers the same smooth, speedy, accurate operation and years of trouble-free service as the MP Junior model. The Bantam costs $49.50.

WORK MUSIC

Muzak Corp., 229 Fourth Ave., New York 3, N. Y., is transmitting its functional music from magnetic tape. Coupled with the perfection of an exclusive Muzak engineered fully automatic, self-contained transmission unit, this enables the company to expand its



service operations to more than 400 American cities. Music-by-Muzak is disseminated by leased line telephone networks from 95 centrally located studios in the U. S. and Canada. In addition, Spot Muzak, a new application of its functional music, enables subscribers beyond the range of line service to receive Muzak by installing automatic playback units in their own buildings. Programming is designed to meet to specific requirements of office, industrial and other subscribers.

WIPING CLOTH

Leshner Corp., Hamilton, Ohio, offers offices with offset duplicators a free sample of their 18" x 11" non-woven Printers Wiping Cloth which can be used with naptha, gasoline, kerosene, solvents and acid solutions.

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it's new

portable

THE CHARNSTROM MAIL BAG HOLDER

COMPLETELY PORTABLE

Large full swivel hard rubber casters permit ease of handling even when loaded with 500 pounds of mail. Move with ease wherever needed. Sturdy tubular steel construction.

EASY TO STORE

Folds to ¼ of floor space when not in use. Light weight even permits storage off the floor.

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Unique bag hooks hold bags completely open—yet release with fingertip pressure. Eliminates all lifting of mail bags.

2 Bag—$34.50 4 Bag—$49.50
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Please ship _____ (2 Bag) _____ (4 Bag) mail bag holders. If not completely satisfied in 10 days we will return for full credit.

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YOU NEED

"SECRET SPOT" CARBON PAPER

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Our exclusive process of *desensitized areas* ("Secret Spots"), positively prevents carry-through of entries in desired positions. Far superior to block-outs, cut-outs, carbon spots and other previous methods!

- **Accurately controlled deletion**
- **Anywhere on the carbon paper**
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- **Varied on each part of the form**

Available in LITHOSTRIP continuous forms and LITHOSET one-time carbon sets.
Write today for FREE SAMPLES.

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* If you're looking for typewriter keytops?...

* **YOU CAN STOP LOOKING.**
We manufacture a large assortment of plastic, precision-engineered keytops to fit almost any machine ever made. They're non-flammable and easy to install. Write or phone for our new catalogue.

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ZIP-O-RITER

Addresses Directly from Card Files

Writes Headings On Work Sheets Accounting & Tabulating Forms

INDISPENSABLE FOR
MANY OFFICE ADDRESSING & DUPLICATING PROBLEMS.

Anyone can use the ZIP-O-RITER which prevents copying errors. Addresses or duplicates without plates, inks or costly machines.

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SCHWAB'S NEW FIRE AND BURGLAR RESISTING WALL SAFE

The Schwab Certified Label attached to the door of each safe is your Customer's guarantee that this wall safe has been furnace tested for one hour fire protection, at 1700° temperature.

Dimensions:	Wide	High	Length
Outside	13⅞	10⅝	17⅝
Inside	9½	6	13

Finish Smooth Gray—Shipping weight—50#

THE SCHWAB SAFE COMPANY
LAFAYETTE, INDIANA

PUNCHED CARD ACCESSORIES

Tab Products Co., 57 Post St., San Francisco 4, Calif., offers a new 50-page catalog describing its line of punched card accessory equipment. A complete selection is shown, including a wide range of upright card files, tub files, trucks, card punch desks, control panel cabinets, racks and other items required by most machine installations. Write above address for a free copy of Catalog No. 5 and name and address of local sales representative if desired.

LUBRICATOR

Gray's Limited, 215 West 7th St., Los Angeles 14, Calif., announces Oil Mate, a leakproof, pocket-size lubricator for oiling typewriters, swivel chairs, and other office equipment. Pen-size with a convenient pocket clip, Oil Mate is precision engineered and fully guaranteed. Made of Tenite, it is easy to refill and dispenses oil of any viscosity. Barrel

is transparent so exact amount of oil contained is readily apparent. Design eliminates the mess of ordinary oil cans because there's no drip. Pen-like top completely caps dispenser when not in use. Fingertip pressure of the plunger dispenses the oil in drops or dabs exactly where needed, and the long, slim, needle-like dispenser is small enough to fit into the most minute openings. Price is $1.98

NEWS of the Office

Credit Executives Conference

The 28th annual conference of credit executive associated with manufacturers in the office and school supply industry, will be held May 18-20 at the McAlpin Hotel, New York. Charles E. Schneider, credit manager of Eagle Pencil Co., is national chairman.

Charles E. Schneider

Simplification Conference

The Wharton School Refresher Conference on Work Simplification and Measurement in the Office and Factory will be held June 20-July 1. Pre-conference Session on Basic Tools and Techniques, June 13-17. Conference fee is $350; pre-conference fee, $150. Details from V. Donald Schoeller, conference director, University of Pennsylvania, Philadelphia 4.

Supervisory Development

A service to help industry develop a better supervisory force was launched by American Management Assn. Three periodicals provide comprehensive description of company experiences in developing first-line supervisors and reports of original research. AMA's Supervisory Development Service is not directed to foremen themselves but to line and staff executives with responsibility for any phase of first-line supervisory development. It is available on a subscription basis. Publications comprising the supervisory development service will total about 1,400 pages a year and include a monthly bulletin, a monthly manual of tested techniques in action, and semiannual research reports by specialists.

Inventory Course

A two-week summer program on the Fundamentals of Inventory Management will be offered by the School of Industrial Management of Massachusetts Institute of Technology, June 20-July 1. It is planned to consider recent developments in quantitative analysis of inventory management problems. The program will cover accounting concepts and methods, and the use of electronic computers. Cost data and information system requirements will be emphasized. Full details from Summer Session Office, Room 7-103, Massachusetts Institute of Technology, Cambridge 39, Mass.

Buffalo Business Show

The Buffalo Chapter of National Assn. of Cost Accountants will hold its 23rd Bi-annual Business Machine Show at the Memorial Auditorium, the first week in November. Show manager is Joseph P. Healey, 1807 Liberty Bank Bldg., Buffalo 2, N. Y.

Records Day in Chicago

Mayor Martin H. Kennelly proclaimed April 12 Records Management Day in Chicago in recognition of the indispensible role of record keepers in modern business, industry and government. Records Management Assn. of Chicago observed the day with a banquet at which Jack Crowley, systems manager, Hotpoint Mfg. Co., spoke on "Your Ladder to Success."

SPEEDAFILE!

Speedafile makes possible faster, simpler, more economical filing of 3 x 5, 4 x 6 and 5 x 8 cards. Look at these advantages:

Thousands of cards immediately available on one level.

Cards within easy reach for quick reference, speedy handling.

No mechanism or gadget to get out of order.

No stooping, stretching or waste effort.

Flexible for large or small volume; for centralized or decentralized filing.

Fastest reference is Speedafile reference—direct from operator to card.

For full details, write for our catalog completely describing Speedafile as well as other new equipment for the office.

PUNCHED CARD USERS:

Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

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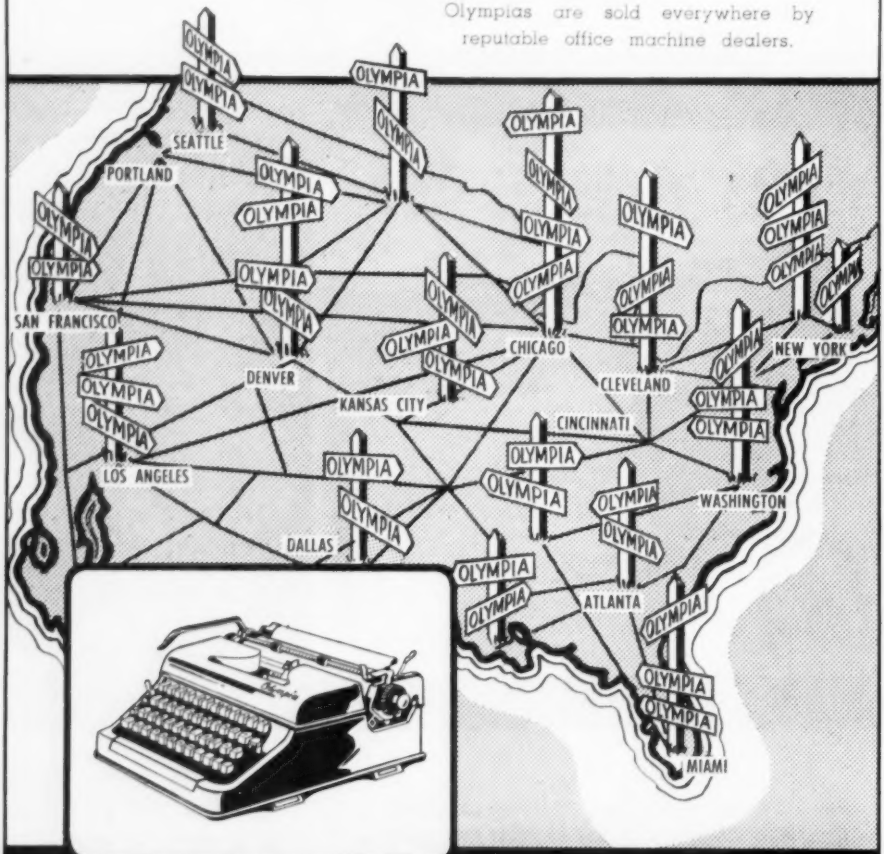
Olympia

TYPEWRITERS

North, South, East and West—in every part of the country—you will find world-famous Olympia Typewriters. Unexcelled quality and workmanship have made Olympia the Leader in its field. Users and Office Machine Dealers everywhere prefer the Olympia and will be proud to show you why.

Olympias are sold everywhere by reputable office machine dealers.



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your copy today.

Manpower, Inc., in Houston

Houston has been added to the rapidly growing list of Manpower, Inc., branches, it was announced by the firm's executive vice president, John H. Frank. Houston manager is Allen H. Miller Jr. This is the 43rd city in the organization's coast-to-coast operations. Home office is in Milwaukee. Manpower, Inc., supplies offices and industrial plants with such services as temporary help, calculating, telephone-secretarial, convention help and direct mail.

Servel Promotes Herrmann

Irvin A. Herrmann has been promoted to administrator of systems and procedures at Servel, Inc., according to John H. Wall, vice president and general manager of the company's home appliance division. Mr. Herrmann joined Servel in 1935 as office manager and for the past two years has been manager of internal procedures. In his new position, he will analyze and modernize clerical procedures in all departments, administer improvements for minimizing paperwork, eliminate unnecessary records and reports, and provide closer controls for management. Mr. Herrmann is the author of "A Manual of Office Reproduction and Imprinting Methods," published by THE OFFICE in 1951.

OMAC Scholarships

Office Management Assn. of Chicago announced its two semi-annual scholarship winners: Raymond P. Alford, a night school college student, employed by Standard Oil Co. (Indiana) and Emily Wanda Kujawa, January 1955 graduate of Tuley High school, now working at Polk Bros. Appliance Co. Scholarships amount to $100 to be applied as tuition towards a course in office management under Prof. Harry Wylie at Northwestern University School of Commerce.

Atom Bomb Records Test

A project to test effects of a nuclear detonation on records and records storage equipment at the Nevada Test Site is being organized and directed by National Records Management Council, it was announced in Washington by the Federal Civil Defense Administration.

National Conference & Exhibit Calendar

National Assn. of Credit Men, Conrad Hilton Hotel, Chicago, May 8-12.

Institute of Internal Auditors, Sheraton Plaza Hotel, Boston, May 15-17.

New York Stationery Show, New Yorker Hotel, New York, May 15-20.

National Office Management Assn., Royal York Hotel, Toronto, May 22-26.

Insurance Accounting & Statistical Assn., Palmer House, Chicago, May 23-25.

Canadian Office, Machine Dealers Assn., Windsor Hotel, Montreal, May 26-28.

National Assn. of Cost Accountants, Waldorf-Astoria Hotel, New York, June 19-23.

National Office Machine Dealers Assn., Denver, June 26-29.

National Secretaries Assn., Read House, Chattanooga, July 21-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Oct. 1-5.

National Assn. of Bank Auditors & Controllers, Denver, Oct. 9-13.

Systems & Procedures Assn. of America, Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 16-19.

National Business Show, 69th & 71st Regiment Armories, New York, Oct. 24-28.

Insurance Accountants Assn., Shoreham Hotel, Washington, D. C., Oct. 26-28.

National Business Forms Associates, Edgewater Golf Hotel, Edgewater Park, Miss., Oct. 28-Nov. 3.

Controllers Institute of America, Statler Hotel, Los Angeles, Nov. 6-9.

KLEEN KLEEN gives you payroll forms, inventory records, etc. etc. without causing you eyestrain. Gives cleaner, sharper copies. Treated back *wears* longer, is easier to handle. Here you have quality at an economical price. Available in blue and green inks.

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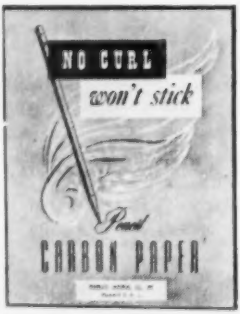
NO CURL WON'T STICK pencil carbon will not tack or stick to the copies. Produces *very* sharp, brilliant copies. Will not curl. Available in 4 weights.



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36 Peerless Place, Newark 5, New Jersey

N. Y. Office 13, 110 Franklin St.

Detroit 18, 37 Linden St., River Rouge, Michigan

Forms Control

(Continued from page 78)

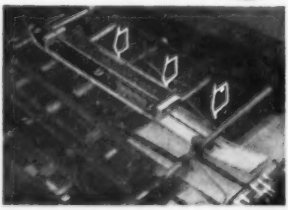
and blank lines provide space for ordering other required forms. Requisitions are received and filled by the supply department. At the end of each week, requisitions are posted to the stock record cards and balances are checked against the minimum supply level. The stock record cards also furnish information concerning consumption rates by the home office departments and by the district offices.

Whenever any suggestion or comment concerning a form is received, even though it is not such as to justify the immediate consideration of a form revision, a memorandum is prepared and is filed in that form's folder in the sample file. When the balance on hand reaches the reorder level, the folder is pulled from the file, and the form number and title, the date and balance on

Now!

FEED 'GRIEF' Ended! Run Eps, Small Stock Easily on Davidsons, Multiliths!

Save Time! Cut Costs! Better Work! Try 10 Days FREE!



NEW "Visi-Guide" ends pile-ups, press stops! Saves blankets, stock! Fits presses with DAVIDSON DIAGONAL FEEDERS. Installs in 2 minutes, no drilling. Try 10 days FREE. Write today!

LITHO ENGINEERING & RESEARCH

3237 Eastlake Ave. Seattle 2, Wash.

hand and consumption rate are entered in the form log. Those concerned with the form are notified so that the possibility of elimination or revision of the form may be considered. Any memoranda in the folder are discussed with those from whom the comments originated.

No form is reordered without first determining whether it is still needed and whether it is still doing the job expected of it. Some forms, of course, instead of being being reordered on the basis of a minimum supply level, are ordered in time to be available by a certain date. For example, we maintain production record cards on a calendar year basis, and they carry the Monday dates for the particular year. They are ordered each September. At the time a form is re-

NOT JUST ANOTHER FAN! *THERMO-COOL*

Portable Conditioner **is for Year 'Round Use**

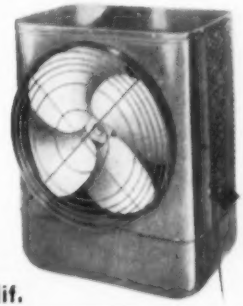
This evaporative cooler requires no installation or plumbing. Just fill reservoir with water and plug in anywhere.

IN SUMMER: Thermo-Cool lowers temperature, clears air of dust, smoke and pollen. Rooms are cooler and cleaner.

IN SPRING AND FALL: Without water, Thermo-Cool keeps air moving, eliminates mustiness.

IN WINTER: Thermo-Cool raises humidity for greater comfort and keeps air clean.

TRY a Thermo-Cool. You'll like its benefits. Only **$49.95**



SPITZKA MFG. CO., 235 Colfax St., N. Sacramento, Calif.

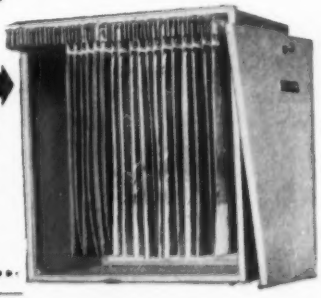
***READ-A-FILE* KEEPS YOUR STENCILS AND OFFSET PLATES ALWAYS AT SEE LEVEL**

The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

DEALER INQUIRIES INVITED.

METAL SPECIALTIES, Incorporated

2302 Bloyd Avenue, Indianapolis 18, Indiana



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SAVE TIME - MONEY

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Complete Vertical Filing Systems for

- NEGATIVES
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- ART WORK
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The efficient, economical method of filing. Write for complete information on Atlas Files and Patented Hangers.

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MOISTIX MOISTENER

The new, CLEAN and SURE way to moisten envelopes, stamps, labels, etc. . . . **JUST ROLL IT ON!** No messy parts, no sponge squeezing. Mechanically constructed to flow evenly always yet keeps hands **CLEAN** and **DRY!** A must for every office, home or shop!

See your Stationer or write:

New Exclusive "Moisture Control"
The only moistener guaranteed to roll an even coat of water on the surface each and every time.

98c each

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WITH THE NEW TELESCOPIC EYEGUIDE

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

FREE TRIAL OFFER. Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

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Substantially Reduces

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SOUNTROL Noise Reducing Hoods, the result of many years' research by accoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNTROL Noise Reducing Hoods do not increase floorspace, retard ventilation nor interfere with machine servicing. Write for full information today!

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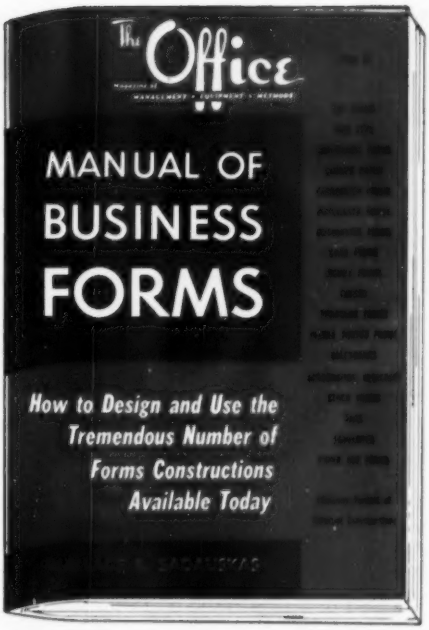
ordered, the date of the order, name of printer and quantity ordered are shown on the form log as well as on the purchase record card. The original of the purchase order goes to the vendor, the receiving copy goes to the supply department and the purchasing department retains the copy which will go to the accounting department after the order has been filled. This copy is filed permanently after the vendor's statement has been settled. As soon as the original of the purchase order is sent to the vendor, a red line is drawn through the item number on the form log to indicate that the order has been placed. If this is a reorder of a form for which the printer already has a form printing specifications sheet (or if he was sent one to prepare a quotation), no specifications need accompany the order. In the case of a reorder the sample pulled from the file accompanies the order.

When the forms are received from the printer, the supply department makes the necessary entries as to date and quantity received on its copy of the purchase order and then forwards it to the purchasing department, where a blue check is made on the form log to indicate that the order is complete. Entries are them made on the stock and purchase record cards as well as on the copy of the purchase order which will go to the accounting department.

If a form has become obsolete and is to be eliminated, a red line is drawn through the form number and title on the file folder and the title is removed from the catalog. The samples, one of each edition, remain in the file.

No attempt has been made to give an exhaustive analysis of our forms control program. Since it was little more than two years ago when we installed it, we do not pretend to have achieved anything approaching perfection. We do believe that we have a thoroughly workable procedure and one from which we are deriving substantial benefits in both economy and efficiency.



Just Published!

Although there have been literally tons of literature published on the subject of business forms, it has been almost entirely of a promotional nature. This new manual is completely objective!

The clerical time and effort required to process, write and file forms, dwarfs the cost of the forms themselves. Well designed and correctly planned forms can keep these costs to a minimum. This manual shows the broad scope and tremendous number of forms constructions, and the efficiencies and economies that are possible through proper design, construction and application.

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NEWS of the Industry

Tabat Joins Old Town

Emmett L. Tabat

Emmett L. Tabat has joined Old Town Corp. as a vice president, it was announced by James H. McGraw Jr., president. Mr. Tabat resigned as general sales manager of A. B. Dick Co. His responsibilities at Old Town will include direction of sales, marketing and product development activities. Lawrence Avanzino continues as general sales manager and all other sales executives will remain in their present assignments. Mr. Tabat had been with A. B. Dick Co. for almost 20 years, beginning as a machine service man and advancing through production and sales. He is a graduate of the University of Wisconsin and has studied executive management at Harvard Business School.

NBFA Convention

The board of directors of National Business Forms Associates announced that the 1955 convention will be held at the Edgewater Golf Hotel, Edgewater Park, Miss. (near New Orleans), Oct. 28-Nov. 3.

Heads Cordley & Hayes Sales

Cordley & Hayes, New York manufacturer of electric watercoolers, announced the appointment of Lawrence D. Toolan as sales manager. He was formerly assistant sales manager and has had 12 years experience in product distribution and sales organization.

General Sales Manager

Wesley E. Jenkins

Wesley E. Jenkins, for the past 2½ years national sales manager of Marchant Calculators, Inc., has been named to the newly created post of vice president and general sales manager, it was announced by Edgar B. Jessup, president. Mr. Jenkins will direct all marketing activities. He will head Marchant's now network of sales offices throughout the U. S. and Canada and will be responsible for overall administration of foreign sales. Mr. Jessup stated that, "Establishment of this post in our executive group is an extension of Marchant's policy of broadening administrative responsibility in line with and to further our company's growth and progress. The naming of Mr. Jenkins to the post is bestowal of a well-earned reward for outstanding performance since joining our organization."

NCR Building Program

Construction has begun on the first of two buildings which National Cash Register Co. is adding to its main plant and general offices in Dayton, Ohio, according to Stanley C. Allyn, president. These are part of a $17,000,000 capital expenditure program for 1955, the largest such appropriation for one year in NCR's 70-year history. There will be a new 2-million-dollar 3-story manufacturing building and a 4-million-dollar 6-story

NOW—FACIT ads in 7 national magazines

TIFFANY STANDS WILL STOP THE SHAKES

in your office . . . and give you

. . . Happier Machine Operators

. . . Maximum Office Efficiency

. . . Safety for Office Machines!

Don't let flimsy stands rob you of office efficiency and high operator morale. Tiffany's solid steel construction guards your costly machines and gives a lifetime of service for less than $1.00 per year. No protruding casters or rough edges to cause accidents, snag hose or scratch operators. Open top greatly reduces annoying machine noises.

With one drop leaf, Model 5000.

MODEL 5002

MODEL 5002—Heavy metal castings form solid base for stand, cover retractable, positive-action casters. 4-cup open top locks machine base in place; reduces noises and vibrations. Sturdy drop leaves attach flush with top or low for posting tray.

With two drop leaves, Model 9002.

MODEL 9000

MODEL 9000—"Ton Tested"* stand for heavy portable, electrically operated office machines. Oversized steel drop leaf. Extra reinforcing, wider and deeper framework gives firm foundation. Positive caster-retracting device.

*T.M.

Models 5000, 5002, 9000 and 9002 also available 35½" high for stand up work.

Often Imitated . . . Never Duplicated

See your Tiffany Dealer for these and other models.

Write for full color brochure

Tiffany Stand Co.

7350 FORSYTH
ST. LOUIS 5, MO.

Now—FACIT ads in 7 national magazines

most read by your Business Machine customer

5,218,623 top executives in Business, Industry and government are being influenced by Facit's 1955 advertising.

To help you—THE DEALER—Facit Inc. is doing a stronger pre-selling job than ever, for Facit calculators, Odhner adding machines, Halda typewriters. More publications! More insertions Larger space! More color!

AND TO BUILD UP MORE SALES IN YOUR AREA Facit backs you up with:

1. Regional trade shows. **2.** Classified phone book advertising **3.** Direct mail ideas, including folders, blotters postcards, etc. **4.** Newspaper mats and cuts. **5.** Point-of sale displays. **6.** Local publicity.

FACIT INC.

404 Fourth Ave., New York 16, N. Y.
114 Sansome St., San Francisco 4, Calif.

Pioneers in business machines since 1884.

FACIT CALCULATORS • ODHNER ADDING MACHINES • HALDA TYPEWRITERS
SOLD AND SERVICED THROUGHOUT THE WORLD

Representatives of Inserting & Mailing Machine Co. held a two-day sales meeting at the home office and plant in Phillipsburg, N. J., and in New York. Seminars were conducted by D. E. Williams, president; Philip I. Ross, president of the firm's advertising agency, and the representatives: Ray D. Cherry, Albert F. Lyons, Gilbert Lyons, T. Brzoza, G. S. Chaffin, Carl E. Best, Kenneth S. Tennant, R. K. James, Howard James, Frank Wallace, W. A. Charnstrom, Albert White, E. Walter Karkut, John Thurston, Allen Watts, Ned Henshaw and Roger Sisk.

engineering and research building. Buildings will be of steel and masonry and conform in appearance with the 28 other buildings presently comprising the NCR factory.

General Manager of Hano

C. E. McKeen was named as general manager of Philip Hano Co., Holyoke, Mass., succeeding Robert Hano who resigned, it was announced by Herbert Hano, president of the business forms manufacturer. Discussing the appointment, Mr. Hano said, "Joining our organization in 1946, Mr. McKeen has made an enviable record as our plant superintendent and his many years' experience in our field, prior to joining our organization has well fitted him to his new position. This appointment, following close on the heels of our appointment of Norman L. Hanna as our general sales manager, completes the top executive changes in our organization and will permit us to better supervise and more quickly achieve our

New El Monte, Calif., plant, offices and laboratory of Alum-O-Lith, Inc., makers of double duty presensitized offset plates and chemicals. The 17,000-sq.-ft. plant can produce over a million plates a month.

TYPE CLEANING MADE EASIER

Typists and business machine operators want *Norta Plastic Type Cleaner —it's easy to use—no mess —no liquids to spill.

CLEANS
• Typewriters
• Billing Machines
• Adding Machines
• Addressing Plates
• Marking Devices, etc.

*NORTA THE ORIGINAL PLASTIC TYPE CLEANER

Free sample sent upon request write to

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For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a "Futuristic" 5-Star Platen for Best Results

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

MANUFACTURER'S REPRESENTATIVE

For Greater New York Area (incl. New Jersey). Can give representation for your company at the highest level. Fifteen years experience in New York in top manufacturing and marketing job. Experience largely in Office machines and equipment.

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232 Madison Avenue, New York 16, N. Y.

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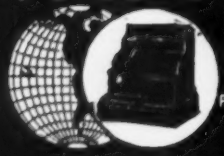


WORLD WIDE SERVICE
HIGHEST QUALITY PRODUCTS

NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

planned expansion program covering plants and sales." Mr. McKeen joined Autographic Register Co., Ltd., Montreal, as a stereotyper's helper in the plate room. In approximately four years he came up through the plant and became superintendent of the company. In 1925, Mr. McKeen and seven other stockholders started American Register Co., Boston, a present-day competitor of Hano, and he remains one of the original stockholders of that company. In 1932 he helped organize Atlantic Register Co., Waltham. In 1946 he was selected by the late Edward Hano, then president of the Holyoke organization, for the post of superintendent.

Foreign Markets Dept.

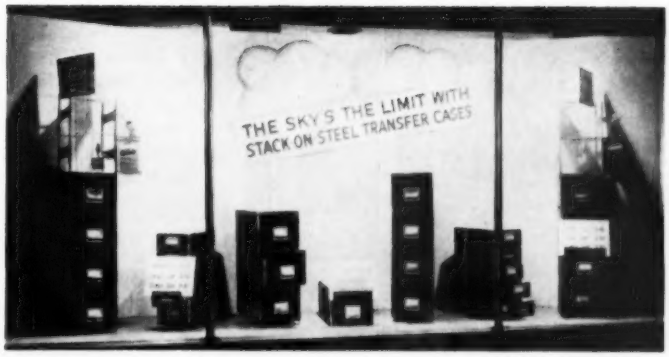
George H. Canada

Appointment of George H. Canada as director of a newly formed foreign markets department was announced by A. B. Dick Co. Ralph P. Bassett was named European sales manager and Robert S. Starrs, Latin American sales manager. Formation of the department emphasizes the increasing potential of foreign markets in the duplicating equipment and supplies business, according to Mathews Dick Jr., vice president—sales. At present, the Western European market for duplicating equipment is about two thirds as large as the U. S. market, Mr. Dick estimated. Latin America represents about one-sixth the potential of this country and is growing rapidly.

Marchant Plant in Germany

Marchant Calculators, Inc. will commence manufacturing operations in a West Germany factory the latter part of this year, according to Edgar B. Jessup, president. The company has

Displays and other promotion by Ivan Allen Company's seven stores in the southeast featured the "Sky's the Limit" theme for Staxonsteel Transfer Files, made by Bankers Box Co. Sales increased greatly.



purchased a factory near Hamburg which will be equipped for calculator manufacturing with the latest American and European machinery. "The marked success of our cultivation of the European market has created present sales and potential demand of such proportions," said Mr. Jessup, "that volume production in Europe is required to serve properly our distributors and their customers. Also, we will export from Germany to markets in which severe dollar shortages have greatly curtailed U. S. trade, selling in German marks instead of dollars."

Lansdale Promotion Idea

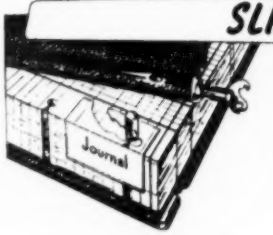
Lansdale Products Corp., Lansdale, Pa., announced a weekly open house policy to allow office managers to see demonstrations of their newest time and money-saving products. Each Tuesday a

3 POPULAR LABELING PRODUCTS

— — — PERMA-STIK, the self-adhesive tube or strip-like label holder that is now open on three sides for greater utility. It will hold a card many times its own width. Very easy to use.
FOR BINS AND SHELVES—Available in three sizes.
PS-½ ½"x6" 30c per ft. PS-¾ ¾"x6" 35c per ft.
PS-1 1" x 6" 40c per ft.

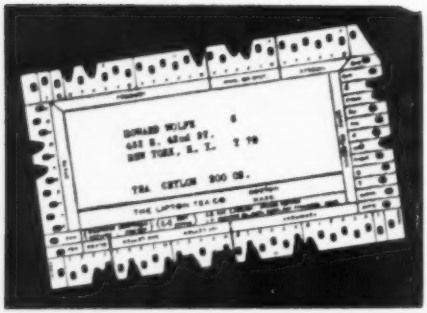
FOR RING BINDERS
Smooth finished, durable metal construction—celluloid window protects and keeps label clean. Neat uniform appearance—lasts indefinitely.
SO-1 for 1" Ring Books..... .25c each
SO-1½ for 1½" Ring Books 30c SO-2 for 2" Ring Books 35c

SLIP-ON LABEL HOLDERS



FOR POST BINDERS
There is a Vinyl Plastic Label Holder for every type of open back binder. Will not warp or curl—made to Slip-On any size post.
PBS—½" x 2½" ..... $0.20 each
PBM—1" x 2½" ..... .25 each
PBL—2" x 2½" ..... .30 each

OFFICE PRODUCTS, INC.
9920 Freeland Ave. Detroit 27, Michigan
West Coast Distributor: Arch K. Ansty
171 2nd St., San Francisco 5



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45 Second St., Dept. 22, San Francisco 5, Calif.
Sole Manufacturers of E-Z SORT SYSTEMS.
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selected group of 15 firms is invited by telephone to attend the following Thursday between 2 and 4 p.m. Those who cannot attend this particular week are asked to schedule their visit the next available Thursday. Being fairly close to Philadelphia, Lansdale is within an hour's drive of many industries, away from crowded highways.

Shipman-Ward Moves

After 19 years at its old location, Shipman-Ward Mfg. Co. has moved to the entire third floor at 320 W. Ohio St., Chicago, where 25,000 sq. ft. provides expanded facilities for serving their dealer-customers. Established in 1892, Shipman-Ward is internationally

Chicago building where Shipman-Ward Mfg. Co. occupies entire third floor.

known as suppliers of office machines, parts, tools, supplies and equipment; as rebuilders and suppliers of electric typewriters, and exclusive worldwide distributor of B. F. Goodrich platens. Steve Kantor, vice president and general manager, stated that more space was needed for the firm to maintain and expand its reputation for service on a steadily increasing volume of business. Branches and agencies also have been established in leading cities.

Star Steel's Sales Manager

Ernest Kruse has been engaged by Star Steel Equipment Co., manufacturers of steel lockers, cabinets and shelving, in the capacity of sales manager and assistant to Daniel M. Schwartz, vice president in charge of sales. Mr. Kruse has been associated with the steel office equipment industry for a number of years.

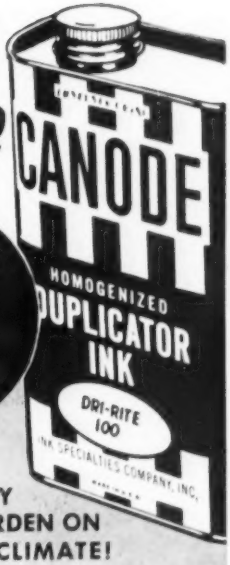
Trade Show Information

National Business Show, 33 West 42nd St., New York 36, offers a free reprint from Printer Ink Advertisers' Annual which provides useful ideas and information about trade shows and exhibits. The theme for this year's National Business Show will be developed around the idea that business, forecast in glowing terms, will be good. However, it is the consensus, too, that competition will be severe. Customers must take advantage of the latest and best in the office equipment, supply and machine field to maintain or better their position. It will be around this idea that the attendance promotion program, so successful in building interest at management levels last year, will center.

Edmund F. Mansure (left), Administrator of General Services Administration, received the Award of Achievement of the Washington Office Equipment Managers Assn. from its president, Lee Field. Efficiency and economy in Federal business administration won award for Mr. Mansure.

NEW IMPROVED

DRI-RITE 100



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New Canode DRI-RITE 100 is the finest easiest-to-use duplicating ink you can buy! On mimeo bond (and some rag stock) it dries as it stacks. New formula and processing give sharp BLACK reproduction SAFELY . . . on open or closed drum duplicating machines. Will not clog pads, harden in cylinders or damage stencils. *Performance GUARANTEED!*

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1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE

Model for all types of phones and dictating machines.

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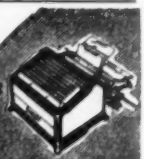
Burroughs

Select Rough — Rebuilt



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JUST MAIL US YOUR LETTERHEAD. PROOF MAILED WITHIN 5 DAYS. NO OBLIGATION.

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801 SO. 20TH STREET · BIRMINGHAM 5, ALABAMA
America's Largest Engraver of Fine Stationery

Cullom & Ghertner Secretary

John Talton, formerly estimating supervisor for Cullom & Ghertner Co., Nashville, Tenn., was elected secretary at the annual meeting of the board of directors, it was announced by Alven S. Ghertner, the firm's president. Mr. Talton has been with Cullom & Ghertner five years, starting as a compositor, and has been promoted successively to estimator, supervisor and office manager.

Joins Peerless Imperial

Bernard Saltzman

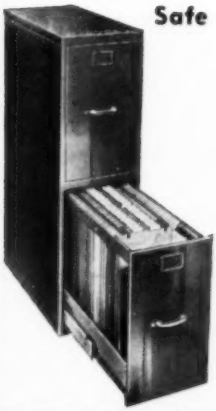
Bernard Saltzman, well known in the stationery and office supply industry, has joined Peerless Imperial Co., ribbon and carbon manufacturers, Newark, N. J., in the capacity of assistant to the president, according to James Treanor, president. Mr. Saltzman will cover the metropolitan New York area in a sales capacity. During the eight years that he was connected with the Wilson Jones Co., he made a host of friends in the industry.

Adler Texas-Okla. Manager

Gramont Corp., Los Angeles, western distributors of Adler Typewriters, announced appointment of Harvey S. Fields as sales manager for the Texas-Oklahoma division.

Diazo Paper Record

A world production record for diazo-sensitized paper was set by Ozalid, Division of General Aniline & Film Corp., according to Ben Friedland, Ozalid's production manager. Nearly a million square yards of sensitized material were produced in one uninterrupted 49-hour period on "Big Bertha," largest and fastest diazo coating machine. Mr. Friedland said, "The performance comprised non-stop splicing and coating of 70 2,000 lb. rolls to



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The MIM-E-O Patented Spring Clip method of vertical filing provides complete protection for Stencils (in File Wrappers), Offset Negatives, and Paper Composition, Aluminum and Zinc Masters—especially the serrated edge of Multilith Masters. Special heavy-tension Spring Clips available for filing Zinc Masters.

The complete MIM-E-O line includes models to file Multilith #1250, #75, #80, #81, and #2066 Negatives and Masters; also Davidson #241, #251 and #233. Filing capacity from 50 to 1000 units. MIM-E-O has 250 Distributors from coast to coast to help you with your Stencil or Offset filing problems.

EASY TO FILE
Just slip top edge up and under patented MIM-E-O Spring Clips.

SAVE SPACE
Each hanger holds two Stencils, Negatives or Masters.

EASY TO FIND
MIM-E-O Angle Index tabs instantly locate Stencil, Negative or Master.

Write Today for FREE Illustrated Brochure!

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KEY TO MOTOR DEPENDABILITY IN BUSINESS MACHINES...

Special engineering is the key to motor dependability in business machines . . . because it assures the exact mechanical and electrical requirements for the application. This is one of the reasons why more and more designers of leading business machines are turning to Lamb Electric Motors, which are *all* specially engineered.

The Lamb Electric Company, Kent, Ohio

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the Quality Line of STURDY, TRANSPARENT PLASTIC

RULERS • TRIANGLES
T-SQUARES
PROTRACTORS and
OTHER RULING,
DRAWING and
COMPUTING DEVICES

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C-THRU RULER CO.
Hartford, Conn., U. S. A.

AUTOCOPY
Cleansing Cream

Hectograph, mimeo and duplicator ink stains removed in 30 seconds! Pleasant, effective! Kind to hands; won't injure nail polish. Available in 6 oz. tubes, ½ lb. jars, 1 lb. cans or jars. Dealers write for complete catalog!

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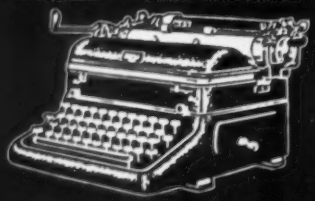

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THE UTMOST IN QUALITY
THE LOWEST IN PRICES
Proven—Best by Test—Best for Less

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REGAL TYPEWRITER COMPANY, INC.
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"Sure, I can refill it! The FISHER **1-for-All** *refill fits almost any ball point pen!"*

- REDUCES INVENTORY
- PACKAGED 6 WAYS

Fits Most Ball Point Pens!

Order from
YOUR STATIONER
Manufactured by
The FISHER PEN COMPANY, Chicago 12, Ill.

satisfy unprecedented customer demand. Ozalid's improved production and expanding markets already indicate that this record, like all others, was made to be broken."

Balaban Active on Own

Philip Balaban, who has been known in the stationery industry as a pioneer in the field of ring book label holders, is now devoting all his time to the promotion of his new improved Kolor-Klip ring book label holder, through his own firm, Perma Products Co., Detroit 6, Mich.

Swangers Visit Voss

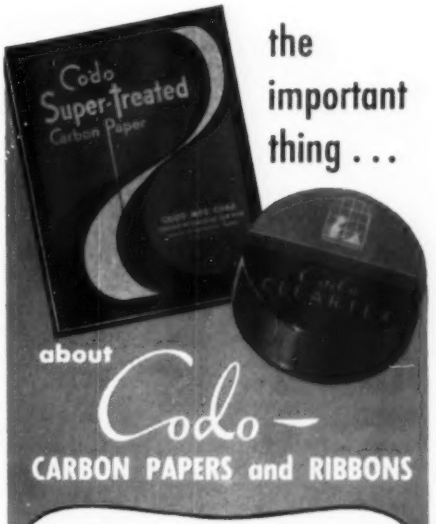
Mr. and Mrs. Bertan R. Swanger, president and secretary-treasurer, Metropolitan Typewriter Co., Detroit, last month visited the Voss Typewriter factory in Wuppertal, West Germany. Metropolitan is exclusive U. S. distributor of Voss machines. The Swangers will also visit plants in other European countries and return May 25.

Now Clary Corp.

The new name of Clary Corporation for the former Clary Multiplier Corporation is now official with the filing of a by-law amendment with the Secretary of State at Sacremento, Hugh L. Clary, president, announced. The company, with main offices and plant in San Gabriel, Calif., manufactures and distributes adding machines, cash registers, electronic data-handling machines, automatic controls for pilotless flight and aircraft components. It was incorporated in 1939.

John A. Noonan

John A. Noonan, head of the New York metropolitan organization of Kee-Lox Mfg. Co., passed away last month. A veteran carbon and ribbon man who had distinguished himself nationally in office equipment circles, he was also a director of Kee-Lox and a member of its management team for many years.



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• *MOREOVER — with each box of Codo Super-Treated Carbon Paper you receive, at no extra cost, Codo's famous Carbon Gripper — a patented device assuring perfect carbon copies every time. Order a box TODAY!*

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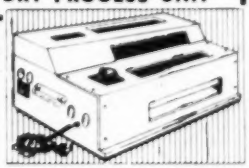

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As We See It

Time and Information

THE SPEED, glamour and fantastic capacities of electronic computers have received considerable treatment in this publication. To stress these qualities further would be to belabor the obvious. The second Industrial Revolution is now well along in its infancy; its growth to maturity will be much shorter than its predecessor.

There is one point, however, that has not received the attention it demands. Some of the more experienced office management hands whose careers span most of the subject's modern development have a serio-comic concern over automation's relation to time and information. These two commodities are management's greatest requirements today. It is a rare executive who is not constantly pressed for more time, yet continually asks for more information "of the right sort." Well, the new electronic computers can process and deliver information at unprecedented speeds. And since they have not been with us long enough to permit an assessment of their greatest values, we are not completely certain of the areas in which to use them.

The problem is that we have these integrated systems machines which can produce tidal waves of reports, directives, catalogs, analyses and bulletins. However, one of the few things that these wonders will not do is to change the time system of 24 hours a day, 7 days a week. Consequently, we now have multiplied paper production manyfold, but we have no additional time for reading and studying than previously. Indeed, even with our present comparatively moderate rate of paperwork production, we have insufficient time to think.

In that the above raises a challenge to the better organization of our time, it is all to the good. It also intensifies the threat of drowning in paper, in comparison with which most executives' present untidy desks would appear neat and orderly.

The paradox is that the more we learn about computers, the more the problem will grow. In addition to present accounting functions, the compilation of all types of information (sales forecasting and traffic control are only two examples) will be at least equally important results of these machines. This expanding use will still leave the computers not fully utilized. Therefore, will run the logical argument, why not let the sales, production, design and engineering departments make use of this non-productive time to carry on their research and obtain reports and information, which they have always wanted but could not obtain for lack of time. Now it can be delivered to them fairly easily!

Control of paperwork is one of the objectives of automation in office management. If we have more people handling more paper in the same periods of time, a very rigorous system of priorities among the subjects that will claim our attention will become essential. Until this problem is properly solved, much of the purpose in employing computers in business will remain unrealized.

10 to 1 you are losing money in at least one of these departments!

✓ check yourself...

in just 30 seconds . . . Thousands of companies have found new savings by analyzing their costly paper work, department by department.

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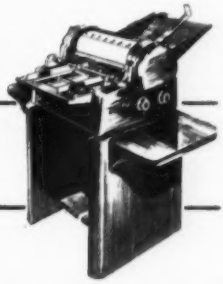
☐ **PURCHASING RECEIVING** How many times is your basic purchase information typed to produce bid requests, purchase orders, receiving reports and debit memos? If it is more than once, you can save money and time with DITTO One-Writing System.

☐ **PAYROLL** Are you still writing and re-writing to produce payroll lists, checks, earnings records? With DITTO One-Writing Payroll Method every detail of an employee's pay, including deductions, reproduces from the DITTO Master to the payroll copies without re-writing. Errors are avoided, time and money is saved.



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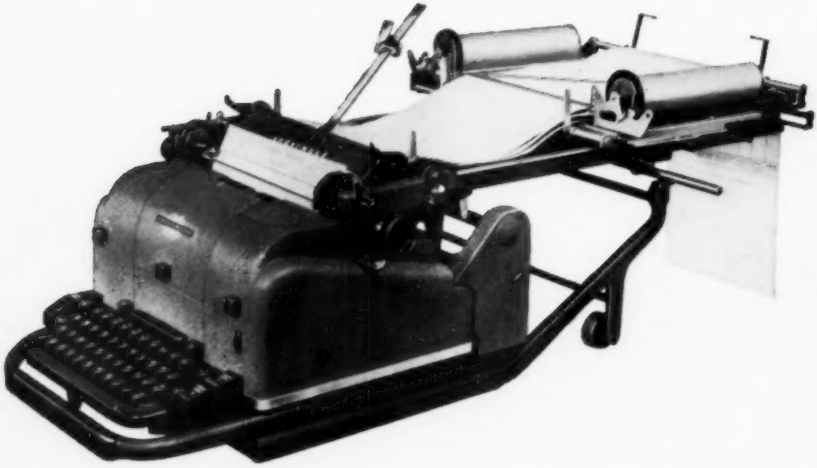

Underwood Electric Continuous Form Machines are designed to eliminate all non-productive operations in multi-copy record writing.

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